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Earth Friendly Products Impacting the World One Dorm at a Time
Earth Friendly Products Partners with Teens Turning Green
Project Green Dorm Initiative

Garden Grove, CA – September 17, 2009 – Earth Friendly Products, a leader in providing eco-friendly products that contain only the highest quality ingredients, is proud to announce their partnership with Teens Turning Green and their new initiative of Project Green Dorm, a nationwide effort to encourage teens and college students to make eco-friendly purchases when going back to school.

For most soon-to-be college students, the term “dorm room” conjures up images of small closets, lofted beds, and drab living spaces, and more often than not, a dorm room is the first time that young adults are able to make a space truly their own. With Project Green Dorm’s Take Action Toolkit, launched on July 30th, college students nationwide have a comprehensive resource guide right at their fingertips with tips, photos, product suggestion, advice, and plenty more to make their dorm room exclusively unique and exclusively green.

Earth Friendly Products provided inspiration to creating earth friendly dorm rooms by donating several of their award-winning products to the Project Green Dorm Shop. Located at the Village of Corte Madera in Marin County, CA, all proceeds from the shop benefit the Teens Turning Green programs. In addition, Earth Friendly Products is providing three different freshmen students, who have been at the fore-front of Teens Turning Green, a full starter kit including ECOS Free + Clear, Oxo-Brite, Creamy Cleanser, Parsley Plus All-Purpose Cleaner, Hand Soap, Shower Cleaner, Paper Towels, and Bathroom Tissue. With these three young activists starting their first year at New York University, Wellesley College and Northwestern University, they will be well equipped to educate fellow students of the choices one can make to impact this world in a positive way.

“Teens are leading the nation’s green movement in so many ways and Earth Friendly Products is happy to help with the initiative,” commented Van Vlahakis, CEO of Earth Friendly Products. “Home by home, or even dorm by dorm, we can reduce our impact on the planet.”

“With companies like Earth Friendly Products, we can all easily make sustainable lifestyle changes ... tomorrow. Our hope is that with collaborations like this in partnership with the most powerful teen advocates on earth, we will heal our world”, said Judi Shils, Executive Director, Teens Turning Green.

College students and consumers interested in obtaining more information on Earth Friendly Products can visit www.ecos.com. Interested media may arrange a meeting with company management by calling (800) 841-3100, extension 243.

About Earth Friendly Products

Earth Friendly Products is the leader in the development and production of environmentally friendly cleaning supplies for household and commercial use, with over 150 products distributed and sold in the USA, Canada, Europe, South America and Asia. All Earth Friendly Products are created with only replenishable and sustainable plant-based ingredients that are safe for people, pets and the planet. The company proudly adheres to its strict “Freedom Code” in the manufacture of all its products. Earth Friendly Products is the recipient of the Green Patriot™ Green 100™ award, 2007 PETA Proggy Award for Best Line of Cruelty-free Household Products and the Natural Home Magazine’s “Readers’ Choice Award” for Best Eco-Friendly Cleaning Products. For more information on the company and products, please visit www.ecos.com or call (800) 841-3100, ext. 227.

About Teens Turning Green

Teens Turning Green is a national movement of teens transforming the world through investigating harmful exposures in daily lives, schools and communities, advocating for change in policy and habits to protect our world, and educating peers and the community about healthy choices. Through collaboration, these young leaders inspire action, promote change and sustain our future.