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Earth Friendly Products Re-Freshening the Lives of Young Environmentalists
Earth Friendly Products Partners with University of Michigan's School of Natural Resources and Environment

Garden Grove, CA – September 17, 2009 – Earth Friendly Products, recent recipient of the Green Patriot™ Green 100™ Award and manufacturer of best-selling eco-friendly cleaning products, is proud to announce their partnership with the University of Michigan's School of Natural Resources and Environment. The partnership includes a donation of Earth Friendly Products' Eco Breeze to 175 incoming graduate students.

With the donation of Eco Breeze, a fabric freshener that contains only ingredients that are all-natural with pronounceable components like purified water, grapefruit seed extract and corn-derived odor eliminators, students will find that living sustainably and odor-free is right at their fingertips. Eco Breeze will keep students' clothes, bedding, furniture, and shoes smelling fresh between those intermittent trips home or to the laundry mat.

“Colleges around the country are becoming aware of their carbon footprint on this planet, and the initiative is being lead by our future leaders and environmentalists,” commented Van Vlahakis, CEO of Earth Friendly Products. “We are happy to provide an eco-lifestyle choice to the newest additions to the future of our environment.”

“The overarching objective of the University of Michigan's School of Natural Resources and Environment is to contribute to the protection of the Earth's resources,” said Adam Ancira, the school's Recruiting and Admissions Coordinator. “Our students are committed to achieving a sustainable society, too, and using products like Earth Friendly Products is part of achieving that long-term goal.”

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 The University of Michigan's School of Natural Resources and Environment

The School of Natural Resources and Environment's overarching objective is to contribute to the protection of the Earth's resources and the achievement of a sustainable society. Through research, teaching and outreach, faculty, staff and students are devoted to generating knowledge and developing policies, techniques and skills to help practitioners manage and conserve natural and environmental resources to meet the full range of human needs on a sustainable basis.

www.snre.umich.edu/