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FEMALE CEO WINS TOP INNOVATION AWARD AT OC TECH FESTIVAL

Kelly Vlahakis-Hanks recognized for her influential role in green science and corporate sustainability

Cypress, CA (April 6, 2019) – More than ever, women are forging new paths in innovation and sustainability as they lead their companies. A [recent study](#) highlights the growing positive influence of women in executive positions, who help their companies increase profitability better than companies with mostly male boards and executives.

At this week's EurekaFEST in Irvine, California, one woman—Kelly-Vlahakis-Hanks—was recognized for her leadership in corporate sustainability to drive innovation and growth. As the president and CEO of Earth Friendly Products®, the maker of ECOS® environmentally friendly cleaning products, Vlahakis-Hanks received the 2019 "Eureka Award" at the tech festival held April 2–6 in Irvine, California.

EurekaFEST is one of Southern California's largest technology festivals and showcases the region's booming startup tech industry. Over a thousand entrepreneurs, investors and festival goers attend the five-day event to discuss the year's hottest startup trends such as artificial intelligence, content creation, and venture capital.

The Eureka Award is given to an entrepreneur or investor who not only built on their own Eureka Moment but is also helping others in Southern California build on theirs.

Vlahakis-Hanks has led Earth Friendly Products® to become the world's first carbon-neutral, water-neutral, Platinum Zero Waste manufacturer. Founded in 1967 and based in Cypress, California, the company pioneered safer ingredients in cleaning products. Vlahakis-Hanks transformed the family-owned and -operated company into a leader in sustainable manufacturing practices and ingredient transparency, and she speaks to business leaders across the county about creating a new model for corporate sustainability in California and beyond.

During a fireside chat with EurekaFEST founder Peter Polydor, Vlahakis-Hanks spoke to the audience of tech entrepreneurs and investors about the importance of integrating sustainability early in a company's life cycle to create long-term cost savings and competitive advantage.

"As entrepreneurs and business leaders, it's important that we focus on the wellness of our organizations," says Vlahakis-Hanks. "Sustainability fosters wellness in personal health, in environmental health, and in corporate health. Consumers care deeply about these issues, and they're embracing companies that are leading the way in sustainability, giving companies who embrace it a significant advantage in the market."

"...", says Peter Polydor, EurekaFEST founder. "..."

ABOUT EARTH FRIENDLY PRODUCTS®

Family owned and operated since 1967, Earth Friendly Products® is the maker of ECOS® Laundry Detergent and over 200 other environmentally friendly products that are safer for people, pets and the planet. Made with plant-powered ingredients, ECOS® cleaners are thoughtfully sourced, pH balanced, readily biodegradable, easily recyclable, and never tested on animals. Over 100 ECOS® products have received the coveted U.S. EPA Safer Choice certification, which means that every ingredient is the safest in its class and that formulations are effective and demonstrate sustainability without sacrificing quality or performance. ECOS®, Baby ECOS®, ECOS® for Pets! and ECOS® Pro cleaners are available at major club and grocery retailers and natural foods stores throughout the U.S., in over 60 countries and online at ecos.com and babyecos.com.

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