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ECO-ACTIVISM AT ITS BEST: When Life Imitates Art

Environmental Activist, Designer Joins New "Green" Accessories Company As Creative Director

SANTA MONICA, CA (April 21, 2008) – A year after his 2007 Earth Day Ecological Intervention, Roman Jaster gets snatched by a new brand of eco-accessories.

On Earth Day last year, Roman Jaster created quite a stir when he “set up shop” outside a Ralph’s super market in Valencia and handed out—for free—his own, custom-designed and hand-made, reusable bags. All that he asked for was that recipients take a pledge to use the bags for a minimum of six months, thus passing on both paper and plastic.

"After doing the 'Neither Paper Nor Plastic' project last year," Jaster says, "I wondered what else I could do to influence people to ditch disposable bags at the checkout. When I was approached to join the **i'm eco friendly™** team, I related to their vision and I realized that my involvement with a company, which shares my values and passion, would enable me to reach a much bigger audience. I am excited to combine business with personal gratification and help provide the brand's customers with an elegant solution to the paper or plastic conundrum."

Mr. Jaster is currently outlining the design themes of the signature **i'm eco friendly™** tote line, which will offer choices in both organic cotton as well as organic cotton-and-hemp blend textiles. He is also setting the design tone for the company's e-commerce site, which is expected to launch in October.

"We are thrilled to have Roman as **i'm eco friendly™** Creative Director. His demonstrated leadership in eco-activism in combination with his exceptional vision and talent, made him the clear choice for the post," says Nikolette Orlandou, the Founder and CEO of the company. "We are very impressed by Mr. Jaster's dedication to utilizing his art to constructively impact society and can't wait to offer consumers high-quality, domestically manufactured, earth-friendly products that set themselves apart from the mass-produced alternatives. People need not sacrifice style, uniqueness or quality in order to go green."

About Roman Jaster

Roman Jaster is a graphic designer with a devotion to compassionate, responsible design that aims for positive change. Born and raised in northeastern Germany, he moved to the United States in 1999. In 2007, he received his BFA from the California Institute of the Arts.

For his ecological intervention project “Neither Paper Nor Plastic,” Jaster designed and handcrafted custom tote bags that were handed out for free in front of a Ralph’s supermarket in Valencia, CA on Earth Day 2007. Shoppers who received the bags were asked to pledge to use these bags for every shopping trip for at least 6 months. (More info at www.neitherpapernorplastic.org.)

A veteran of similar ventures, Mr. Jaster’s “Please Re-Use me” intervention project was included in the “Boroughs of Los Angeles” show, while the collaborative “Honk for Clean Air” was displayed at the 2005 Group Show “Interventions” at CalArts.

About i’m eco friendly™

Headquartered in Santa Monica, California, **i’m eco friendly™** is an upscale eco-accessories brand offering reusable bags for stylish and conscientious consumers. The company is committed to operating “vertically green” (i.e. aggressively sourcing green vendors to fulfill its business needs in order to achieve a meaningful neutral carbon footprint, and thus magnifying its positive impact in society and our planet). For more information visit: www.imecofriendly.com

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