



**i'm eco friendly™**

**eco-accessories for stylish and conscientious consumers**

**2010**

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# Press Kit



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# Cover

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## Upscale, Fashionable Carryalls for Stylish & Conscientious Consumers

*Novel eco-accessories brand offers up market reusable bags, made in California with sustainable textiles. It's fashion with an eco-science!*

It's a fact--U.S. consumers are becoming more and more selective in the type of products they are buying.

At a time when our economy is in such dire straits, many of us are looking to "vote" with our wallets by making smart choices that keep both the planet and our nation's economy and workforce in better shape. That's precisely why, **i'm eco friendly**® manufactures premium products exclusively of organic cotton and other sustainable fabrics --domestically-- while utilizing vendors that operate under "earth-friendly" principles.

Just in time for the holidays, **i'm eco friendly**® bags are a wonderful gift idea to help eco-conscientious and willing consumers implement a greener lifestyle.

These eclectic carryalls are made to go beyond hauling your groceries and farmers' market fare. They aspire to gain entrée at boutiques, bookstores, offices, cafés, gyms and yoga classes!

**i'm eco friendly**® organic totes are available online at [www.imecofriendly.com](http://www.imecofriendly.com). Soon they'll be found in eco-boutiques and select stores around the country.

We are always happy to send members of the media samples and/or high-resolution images of our product collection. Please feel free to contact us with any questions and thank you for your interest in **i'm eco friendly**®.

Warmly,

Nikolette Orlandou  
Founder & CEO  
[nikolette@imecofriendly.com](mailto:nikolette@imecofriendly.com)

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# Fact Sheet



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## i'm eco friendly® cloth bags are:

- Made ethically in California, USA--supports domestic economy and reduces fossil fuel-use associated with the overseas shipping of goods
- Custom-made, not mass-produced
- Designed for men, women and children
- Made exclusively of 100% certified organic cotton canvas in unbleached natural or black colors
  - Soon, organic canvas in earth-tone hues as well as hemp and organic cotton blend textiles will be available
- Able to hold up to 45 pounds each (applies to the two larger sizes)
- Comprised of stylish colors; eclectic and tasteful designs
- Made with same-fabric handles for style and durability. No poly-web or petroleum by-products of any kind!
- Created in a woman-owned business

## Products are available in 3 sizes:

**Large Tall:** 16.5" wide x 17" high x 6" deep

**Large Wide:** 18" wide x 15" high x 5" deep

**Small:** 13.5" wide x 12.5" high x 4" deep

**Handles:** 23" long

**Handles:** 23" long

**Handles:** 15" long

## Collection:

So far, **i'm eco friendly**® has produced two different series and nine designer reusable bags.

The “**Energized**” series in black organic cotton canvas features the sustainable energy themed “Hydro,” “Wind” and “Solar” designs.

The “**Market**” series, both in natural and black organic canvas, consists of the “Recipe,” “Mandala” and “Pomegranate” designs.

Prices range from \$16.50 - \$26.99

All our bags are well made, practical, fun and elegant--giving a bit of glamour to our daily routine and preserving our environment, one bag at a time.

Additional organic cotton canvas colors and designs are coming soon.

There is no longer a reason to pay a premium or sacrifice style in order to be green. So go ahead and bring your own bags wherever you go!



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# Background



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**i'm eco friendly**® is the brainchild of Nikolette Orlandou, a film producer with a life-long passion for environmental conservation and like most women, all things fashion. In 2008, she set out to fill the void she'd identified in the marketplace for unique, chic and US-made reusable bag options.

**i'm eco friendly**® bags strive to depart from the bland-color fabrics and graphics, often associated with green products, and instead create new, trendy designs that can excite people into using them.

In choosing the name **i'm eco friendly**®, the goal was to:

- \* Speak to the nature of products that carry the brand name and the kind of consumers who carry them
- \* Make people who come across our goods consider a more sustainable lifestyle
- \* Ultimately, propagate the green movement

## Mission Statement

**Our mission** is to expand the use of reusable carryalls on a large scale, across retail types and without the sacrifice of convenience or style.

**Our vision** is to be a “vertically green” company. One of the many ways we achieve this is by aggressively sourcing green vendors, who also follow sustainable practices, to fulfill most of our business needs. This includes but is not limited to our web-hosting, printing, manufacturing and shipping choices. Furthermore, we actively promote those green vendors’ services to others.

**Our belief** is that “green” should be the norm, not the alternative.

**Our endeavor** is to provide a reusable bag for every taste and personality. Now more than ever, “Neither paper, nor plastic” can be every shopper’s answer.

# Biographies - Founder & CEO

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**NIKOLETTE ORLANDOU**, is a Los Angeles-based feature film producer and a long-standing advocate for the conservation of our planet.

In 2008, encouraged by increased public awareness and lawmakers' trend to move legislation toward the right direction, she decided to turn her passion into a business and help "break the dam" by expanding the use of reusable, environmentally friendly bags and accessories into a mass practice.

A native of Athens, Greece, Ms. Orlandou got her B.A. in Film Production from the University of Southern California in 2001 and has been working in the industry non-stop, ever since.

Aside from **i'm eco friendly**®, Ms. Orlandou is actively developing two feature films. She is also in the process of creating a unique DVD lecture series on independent film financing, along with industry veteran and AFI professor, Robert O. Kaplan.



# Biographies - Creative Director

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**ROMAN JASTER**, is a graphic designer with a strong commitment to compassionate, responsible design that aims for positive change.

Born and raised in northeastern Germany, he moved to the United States in 1999 and later received his BFA from the California Institute of the Arts.

For his 2007 Earth Day design intervention project *Neither Paper Nor Plastic*, Roman designed and hand-crafted custom tote bags that were handed out for free in front of a Ralph's supermarket in Valencia, CA. Shoppers who received the bags were asked to pledge to use them for every shopping trip for at least 6 months.



One of his most recent projects was included in the multimedia exhibition "Skid Row History Museum." About LA's homeless, the exhibit, which was housed at Chinatown's Box Gallery, was featured in the *L.A. Times*.

Mr. Jaster who now teaches graphic design at USC, is the co-editor of *Mammut* magazine. (<http://mammutmagazine.org>). *Mammut* is a biannual publication dedicated to exploring all forms of creative production that have a relationship with nature, landscape and environmentalism. Featuring scholarly investigations, reports on current discussions and debates, and artists' projects, *Mammut* is a sourcebook for readers seeking to understand the intersection of art and nature.

# Biographies - Tote Designers

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**ANYA FARQUHAR** (left) graduated from Art Center College of Design with a BFA in Graphic Design in 2007. She has been involved in various social design projects, including some for the United Nations and the Ford Foundation.

Ms Farquhar is dedicated to using design as a tool for improving human well-being and livelihood, while she is equally focused on decreasing her own environmental footprint.

Anya is a firm believer that the way we choose to treat our environment has an effect on the quality of life each of us aspires to within our own community. Ms. Farquhar considers designing for **i'm eco friendly®** a way to align her personal and professional interests and provide a tool for communication, thus increasing awareness.



**SARAH LaVOIE** (right) was born and raised in Pasadena, California. A graduate of Art Center College of Design with a BFA in Illustration, she is committed to living her life in a sustainable and considerate way.

Ms. LaVoie focuses on socially and environmentally responsible design; she was part of a group project with Designmatters and MPALA Community Trust of Kenya, which set out to teach the illiterate nomadic tribes of Kenya about HIV / AIDS prevention through both illustration and product design.

Nature is something Sarah has always been passionate about. She lives each day with the goal of conserving and protecting it—both through her personal as well as professional choices. LaVoie's focus and primary goal as an artist is to spread awareness and create design that inspires change.



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MEDIA ALERT

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## **“OM” Dreaming of a Green Christmas: i'm eco friendly® and TRÛYOGA Studio Partner for Eco-Conscientious Holidays**

*Open House Featuring Unique Gift Ideas To Be Held in Santa Monica  
Saturday, November 15, 2008, 2pm- 4pm*

Two Los Angeles companies sharing a green vision— eco-accessories designer **i'm eco friendly®** and **TRÛYOGA Studio** – join forces to get the holidays off to an environmentally correct start, offering shoppers sophisticated yet affordable alternatives to commercially produced goods that leave a heavy carbon-footprint.

On Saturday, November 15, 2008, **i'm eco friendly®** will be joined by other green manufacturers and sponsors for a day-long launch party and shopping event held at **TRÛYOGA Studio** in Santa Monica, California (2425 Colorado Blvd., #120, Santa Monica, CA 90404) to promote a well-rounded, non-toxic and healthy lifestyle. Shoppers are invited to an open house offering green-oriented goods and services between 2 p.m. and 4 p.m. Tote bags, created from certified organic cotton grown, processed and sewn in the USA, heads the list of holiday must-haves from **i'm eco friendly®**.

Founder **Nikolette Orlandou** developed the versatile bags, which are dyed in earth-friendly pigments, to be presentation-ready without additional wrapping, thus reducing waste—and cost. Orlandou encourages shoppers to forgo holiday paper, bows, ribbons, tissue and tape altogether, instead placing other unwrapped presents inside one of the organic cotton totes as a reusable “gift-wrap,” which may then be enjoyed year-round. For instance, her “pomegranate”-patterned bag may be stuffed with ripe organic or candid fruits, her “guacamole”-patterned bag filled with gourmet goodies, her “wind-power” or “solar”-patterned bags could bear earth-friendly household cleaners and old-fashioned wooden clothespins for line-drying laundry.

“Everyone will feel an economic pinch this holiday season,” comments the LA-based entrepreneur. “But giving an environmentally conscious gift is a present on many levels. It’s a wake-up call. It’s a call to action. And it’s an invitation to get ‘energized’ and involved in taking care of our selves and the planet better.”

Orlandou founded her line of eco-accessories in Santa Monica, California in 2007. Unlike other designers and manufacturers who acquire low-cost goods in remote areas of the world, that then expend substantial fossil-fuel energy to get transported to the west, Orlandou is

committed to the concept she calls going “vertically green,” where every step of implementation is rigorously aligned with the company’s strictly green operating guidelines.

This corporate vision is matched by **TRÛYOGA**, part of TRIFIT CLUB & STUDIOS, one of the first entirely green yoga centers in terms of design, building construction, resources and energy-usage.

Green “Open House” featuring holiday gifts. Saturday, November 15, 2008 2 p.m. - 4 p.m. at **TRÛYOGA Studio**: 2425 Colorado Blvd., #120 Santa Monica, CA 90404 Tel: (310) 829-2420. Free Parking: Entrance on Colorado, just north/east of Cloverfield Avenue.

**PRESS & VIP PREVIEW: noon - 2pm**

**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](http://www.imecofriendly.com)

**About TRÛYOGA**

Part of TRIFIT CLUB & STUDIOS, **TRÛYOGA** is one of the first entirely "green" designed yoga centers. The studio was created as a place where physical and mental rejuvenation can occur, within the confines of an urban environment. It is for those that seek respite from their daily lives. The TRÛYOGA program blends the wisdom of the ancient yoga traditions with the contemporary advances in healthy lifestyle integration. [www.truyogala.com](http://www.truyogala.com)

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*Note: Copyright-free images and product samples are available for editors upon request.*



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## **MORAL FIBER: Sustainable Designer Fabrics Motivate Eco-Chic Online Shopping**

*i'm eco friendly*® Makes E-Commerce Site Debut Powered Exclusively by Wind & Solar Energy. Products are Made Entirely in the USA of Certified Organic Cotton

**SANTA MONICA, CA** (October 21, 2008) – Shopping often presents a conflict for the environmentally conscious, since the majority of consumer goods leave a crushingly heavy carbon-footprint. But Los Angeles-based filmmaker-turned-green entrepreneur **Nikolette Orlandou** offers welcome consolation: that shopping done right can be part of the solution.

**i'm eco friendly**® creates products made in California of sustainable designer fabrics, notably a line of tote-bags manufactured from organic cotton grown and loomed in the USA, and dyed with non-toxic, low-impact pigments. The versatile bags are sturdy enough to carry groceries, stylish enough for a trip to a boutique or yoga class, roomy enough for baby and beach gear. Designs reflect eco-motifs ranging from a juicy pomegranate, ancient symbol of renewal and rebirth, to alternative energy sources.

“Buying green is a powerful form of activism,” says Gina Baski, the owner of **TRÜYOGA Studio**, who is hosting a launch event for her green neighbor next month. “There are those who vow never to buy anything again. But that is not the answer. Life commands us to go on, to work, invest, shop, provide for our families, while hopefully leading an active lifestyle and enjoying our world, and **i'm eco friendly**® shares **TRÜYOGA**'s mission to just make the process greener and better.”

Shopping online reduces carbon emissions, since buyers aren't driving their vehicles to physical stores. The company takes this reduction a giant step further by powering its site entirely by wind and solar energy through **Hostpapa.com**. Their eco-vision is further supported through every other aspect of product packaging and fulfillment. Company printed matter employs recycled content, 100% post-consumer waste by **Greenprinter.com**. Products are shipped using minimal, often recycled mailers, primarily via **USPS**, which has been awarded Silver Cradle-to-Cradle Certification. (The certification is given to products that pursue an innovative vision of ecologically intelligent design that eliminates the concept of waste).

Orlandou coined the term “vertically green” to define her operating process, meaning that every aspect of the sourcing, production and delivery is consistently and rigorously green-

minded. This concept sharply distinguishes **i'm eco friendly**® goods from most, which are made in Asia, requiring a tremendous dependency upon fossil fuel to bring them to the west. "At the risk of evoking the father in *My Big Fat Greek Wedding*...remember the Greek origin of our English word, 'ecology,'" says Orlandou, who hails from Athens, Greece. "The source-word is *oikos*, which means 'household' or 'home.' This planet is our home. We all share it, so we must protect and nurture it together."

**i'm eco friendly's** new line of organic cotton tote bags are available online at: [www.imecofriendly.com](http://www.imecofriendly.com). Soon, they will also appear in eco-boutiques and select stores around the country. Prices range from \$16.50 - \$26.99

#### **About i'm eco friendly**®

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For a press kit, please visit: <http://www.imecofriendly.com/newsroom.php>

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## THEY'RE ECO FRIENDLY: Design Duo Announce Collaboration with Upmarket Tote Company

SANTA MONICA, CA (June 10, 2008) – Recent Art Center College of Design graduates and best friends combine their talent and personal convictions to create tote designs for local eco-accessories brand.

Anya Farquhar and Sarah LaVoie met on the first day, in their first class, at college. They immediately found they had lots of things in common including personal and professional goals, thoughts on social, environmental and political issues, taste in clothes--even nutrition, (they are both vegetarian).

Needless to say, they have been inseparable ever since. However, even though they always hoped they'd get to work together, often bouncing ideas off each other, they never officially teamed up on a project. So when Roman Jaster, **i'm eco friendly's** creative director, tapped Anya, to design the company's debut collection, Farquhar knew she wanted this to be a collaboration with LaVoie.

**i'm eco friendly**® was born from the principle that one need not sacrifice style in order to live green, and moreover, that reusable bags do not belong *just* at the grocery store or farmer's market, but also at the boutique and retail store. So the team has plans to produce illustrations with a little playfulness in mind. With the design duo's outlook aligning with that of the **i'm eco friendly**® brand, they are on a quest to provide premium and colorful custom carryalls that communicate a message beyond words and generate discussions among friends and strangers. In short, it is a perfect fit for Farquhar and LaVoie, both of whom are staunch believers in using their work as a communication tool and catalyst for positive change.

Both in their early twenties, these two women set a great example for younger girls, making sure that their professional choices mirror their life approach. Both LaVoie and Farquhar agree on yet another point: their desire to design products that serve as subtle reminders of the greater impact we all have in making graceful and deliberate steps towards a more verdant future.

### **About Anya Farquhar**

A 2007 graduate of Art Center College of Design with a BFA in Graphic Design, Ms. Farquhar has been involved in various social design projects, including some for the United Nations and the Ford Foundation. Dedicated to using design as a tool for improving human wellbeing and livelihood, she is equally focused on decreasing her own environmental footprint. Anya is a firm believer that the way we choose to treat our environment has an effect on the quality of life each of us aspires to within our own community. Ms. Farquhar considers designing for **i'm eco friendly**® a way to align her personal and professional interests and provide a tool for communication, thus increasing awareness.

### **About Sarah Lavoie**

Born and raised in Pasadena, California, and also a graduate of Art Center College of Design with a BFA in Illustration, LaVoie is committed to living her life in a sustainable and considerate way, a fact apparent in her choices as she concentrates on socially and environmentally responsible design. She was recently part of a group project with Designmatters and MPALA Community Trust of Kenya, which set out to teach the illiterate nomadic tribes of Kenya about HIV/AIDS prevention through both illustration and product design. Nature is something Sarah has always been equally passionate about; she lives each day with the goal of conserving and protecting it—both in her personal life as well as professional choices. Ms. LaVoie's focus and primary goal as an artist is to spread awareness and create design that inspires change.

### **About i'm eco friendly®**

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## FEMALE “GREEN” POWER: A Good Girls’ Network?

*Professional Women Come Together To Promote Environmental Stewardship  
By Hosting A Green Baby Shower*

**HUNTINGTON BEACH, CA** (April 28, 2008) - Professional women prove that they can combine business and pleasure while raising awareness for the environment!

When Andrea Marisol Sulsona, a Realtor for Keller Williams Realty Inc., announced that she was pregnant with her second child, her college-mates from her UCLA days came together to host an eco-affair that would combine business with “green” pleasure. Karen Wynn (High-Profile Event Planning Specialist), Elizabeth Espinosa (Emmy Award-Winning News Reporter for the KTLA *Morning Show*) and Kelly Vlahakis-Hanks (Vice-President, Media Relations for Earth Friendly Products) set out to promote environmental stewardship by reaching out their circle of like-minded female entrepreneurs to host a “green” baby shower for their friend this past weekend.

Among the first calls Karen Wynn made, was to Nikolette Orlandou, the founder of **i'm eco friendly**®, an eco-accessories brand set to debut later this year, asking her to create a reusable gift bag for the event’s guests. Although still in the early stages of her company’s formation, Orlandou reveled at the challenge to create a custom bag just for the occasion.

In the meantime, the hosts adhered to several green guidelines while planning the occasion:

1. The affair took place at Eric and Kelly Vlahakis-Hanks’ green residence, which was designed and remodeled by RevDesign, a LEED-EB Certified Architectural firm headed by Evie Giannopoulos.
2. The venue was cleaned and organized using only Earth Friendly Products’ cleaning supplies and paper items.
3. Invitations were printed on recycled content using soy-based inks.
4. Christine Saunders, a local green florist, made all floral arrangements using VeriFlora Certified label flowers.
5. Maria Foscari, an eco-friendly caterer who buys all her organic fare from local producers created and catered the menu.
6. The guests were encouraged to carpool to reduce their carbon footprint. Carpooling reduces pollution and carbon dioxide.
7. All candles used were soy-based versus the standard petroleum-ones.

8. All Gift Bags were made by **i'm eco friendly**®, Orlandou's eco-accessories brand, which manufactures all its products in the U.S. exclusively of environmentally friendly textiles.
9. The reusable **i'm eco friendly**® gift bags were filled with various green items, including a set of AVEEDA body products, Kathy Arnos' *Complete Teething Guide* and Earth Friendly Products' "Randomness of Six Kit."
10. Green Clean LA set up and cleaned the space after the event.

#### **About i'm eco friendly®**

Headquartered in Santa Monica, California, **i'm eco friendly**® is an upmarket 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](http://www.imecofriendly.com)

#### **About Earth Friendly Products (EFP)**

With over 100 products distributed and sold in the USA, Canada and Europe, Earth Friendly Products is the leader in the development and production of environmentally friendly cleaning supplies for household and commercial use. 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 a strict "Freedom Code." The recipient of Natural Home Magazine's "Readers' Choice Award" for Best Eco-Friendly Cleaning Products, EFP has also won the prestigious "2003 Gold Performance Award" by the Quality Institute International – American Culinary Institute for best citrus-based cleaners.

[www.ecos.com](http://www.ecos.com)

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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 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](http://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.

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