



PRWeb: Environment





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New Energy Guide Takes the Guesswork Out of Going Green and Saving Energy

A new energy guide helps identify which energy efficient changes save more money more quickly, allowing consumers to better decide which green choices are worth the cost. Then, by understanding which changes will result in saving energy more quickly, a rapid return on investment can be expected.

Drums, PA (PRWEB) July 13, 2009 -- Alternative Power Choices and David Nelmes announces the release of a new energy guide, 'The Rewards of Making Energy-Efficient Choices'. This new book helps redefine the process of going green by providing information and illustrations that allow consumers to better decide which green choices are worth the cost.

The idea of going green often includes thoughts of major expenses or drastic life changes, but this may not be necessary. This new book helps identify which energy efficient changes result in [saving energy](#) more quickly, resulting in a more rapid return on investment.

By providing a more practical approach to [going green](#), this book helps eliminate wasted effort and speeds up the process of saving money by helping to more quickly reduce energy consumption. The end result is that anyone can adapt their home to save energy and help the environment while also reducing their living expenses.

David Nelmes, author of this new energy guide, started his career as an electrical construction assistant in the nuclear power plant industry and later became part of a family based heating and air conditioning business. This combined electrical, heating, air conditioning and plumbing background set the stage for him to form a well rounded perspective of how energy should be used, and where it is being wasted.

"A common issue with conserving energy or going green is that many of the ideas to reduce energy consumption or to generate your own power, require substantial investments of time or money," explains Mr. Nelmes. "Some people can afford to make those commitments, but it can be difficult for the average guy to find a place to start. That's where this book fits in. It helps to define where the average person can more affordably start going green by learning how to approach energy efficiency from a more practical point of view."

Topics covered in the book include insulating and sealing your home, selecting the best heating and air conditioning system, lighting and appliance selection, creating hot water more efficiently, using renewable wind power and [solar energy](#), powering your vehicle, and references to funding and loan sources to help with energy related home improvements.

"The overall message of the book is not to be discouraged if you can't afford many of the high-end energy saving or energy generating systems," Nelmes adds. "You can start going green right now and reduce your monthly energy costs because the most important steps to take are often just changes in habit or minor home improvements."



Throughout the book, many web site references are also provided to help the reader obtain additional information from the manufacturers and distributors of many [energy saving products](#). This capacity to obtain information beyond the boundaries of the book itself is very helpful and makes the book a bit more interactive than most.

"Information about how to best save energy or create energy is constantly growing and adapting to the current needs of our society," Nelmes expresses. "So to ensure this book has the potential to adapt to new and innovative ideas and products, an author commentary section and a public forum were added to our web site so that new information will be always be at the fingertips of all who visit."

Overall, 'The Rewards of Making Energy-Efficient Choices' provides an inspiring and positive approach to making simple changes today that may provide savings that can be applied to making even greater changes in the future. For anyone who desires to be green, but just does not know where to start or is discouraged by the possible expense of doing so, this book provides the necessary information and motivation to get started.

'The Rewards of Making Energy-Efficient Choices' is currently available through the authors Web site, [Energy Efficient Choices](#), where the author is also regularly available to answer energy conservation related questions submitted in the [Energy Efficiency Forum](#).

About David Nelmes:

David is a Home Weatherization and Energy Inspector in Pennsylvania, specializing in the fields of Heating and Air Conditioning, Electrical Wiring, and Interiors/Insulation.

His career highlights include the position of assistant electrical construction engineer for three nuclear power plants; serving as an administrator, engineer, and installer in the heating and air conditioning field; and working as primary Webmaster, administrator, and advertising consultant for a well-established home and garden Web site business.

David lives in Northeast Pennsylvania with his wonderful and supportive wife, Karlene, and spends his time writing, performing home weatherization and energy audits, and developing Web sites.

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NAP, Inc. Seeks Wholesale Opportunities for New Affordable Organic Teddy Bear - The Sleepy Bear

A top trend for the toy industry in 2009 is providing consumers with affordable, yet high quality green toys and NAP, Inc. has responded to this growing demand with its new environmentally safe toy - The Sleepy Bear - a luxuriously soft teddy bear made with 100% organic cotton. Now NAP, Inc. is actively seeking wholesale opportunities in both the U.S. and Canada for this high quality, high margin teddy bear that is the perfect new organic toy or green gift for children of all ages - or even as baby's first bear.

Boulder, CO (PRWEB) July 13, 2009 -- NAP, Inc. (<http://www.sleepywrap.com>), the environmentally friendly company that produces the premium baby carrier for baby wearing parents -- Sleepy Wrap, is seeking wholesale opportunities for their new affordable, yet high quality organic stuffed animal -- The Sleepy Bear. NAP, Inc.'s new organic teddy bear is made from the softest organic cotton produced in accordance with the requirements of the Organic Exchange 100 Standard and contains no pesticides, herbicides, insecticides, chemical fertilizers or any other chemicals. The new eco-friendly toy is perfect for baby's first friend or children of all ages.

"As we slowly emerge into a post-recession period, the toy trend that has been identified as being most important is the ability for retailers to provide consumers with organic toys that are both economically priced and high quality," said Robert Antunovic, CEO of NAP, Inc. "And as we look ahead to the 2009 holiday season, many parents are 'going green' with their gift selections as pampering both the baby and the environment becomes equally important -- while staying within an affordable price range. Our new Sleepy Bear provides retailers with an eco-friendly, affordable yet luxurious option to the traditional teddy bears. In addition, ordering Sleepy Bear from NAP, Inc. has the following benefits for retailers:

- High margin.
- Low minimum order required.
- Virtually all U.S. orders shipped next day - and arrive in a matter of days.
- Shipping costs are modest.
- NAP, Inc. accepts major credit cards, U.S. checks and PayPal payments.

Detailed specifications for the new eco-friendly Sleepy Bear include the following:

- Sleepy Bear is 12 inches high.
- The outside material is 100% organic cotton.
- The Sleepy Bear is cream colored and wears an Organic Sleepy Wrap in the color khaki.
- Machine washable on gentle cycle with soap but no bleach and tumble dry on low.
- Sleepy Bear does not have any choking hazard parts (eyes, nose or mouth) that could be removed by a child - the eyes, nose and mouth are embroidered.

The high quality, high margin Sleepy Bear is available for \$13.95 U.S. to wholesalers and the MSRP is \$29.95.



Wholesale inquiries from both the U.S. and Canada are welcomed and Sleepy Bear will be available only to NAP, Inc. wholesale merchant account holders. To apply for a NAP, Inc. merchant account, please fill out the Merchant Account Application online at http://www.sleepywrap.com/shop/index.php?main_page=login

For Sleepy Bear wholesale inquiries or questions about becoming a NAP, Inc. merchant account holder, contact NAP, Inc.'s Abby Penland at toll-free 888-567-WRAP or email wholesale (at) sleepywrap (dot com) or visit <http://www.sleepywrap.com> and click on "wholesale" in the upper right corner of web page for more information.

About NAP, Inc.

Founded in 2006, Colorado-based NAP, Inc. is an environmentally friendly company that designs, develops, and manufactures the premium baby carrier for baby wearing parents -- Sleepy Wrap. The company's newest product -- Sleepy Bear -- is a 100% organic teddy bear for children of all ages.

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Tree Planting Company, Touch of Green, Wins Student Business Award

Students devise innovative plan to show people exactly how much of their carbon footprint they have offset by purchasing a tree planting service.

Tallinn, Estonia (PRWEB) -- The Estonian innovative student tree planting company Touch of Green won the European competition for the best student company of 2009, which was held by JA-YE on July 2 to 5 in Rotterdam, Netherlands. The internationally active Estonian entrepreneur and owner of KC Grupp, Margus Reinsalu, is pleased to hear of the tremendous success of his young compatriots. The entrepreneurial students behind the start up company came up with an inspired idea - allow people to buy tree planting services and show them how much of their carbon footprint they have offset.

Student companies from 32 European countries, winners of their national competitions, were involved in the 20th JA-YE Europe Company of the Year Competition. The second runner-up after the winner [Estonia](#) was Switzerland, third prize went to Germany.

The ingenious idea behind [Touch of Green](#) is to provide a way to neutralize one's carbon footprint through tree planting. After purchasing the plantation service the customer receives a certificate claiming how much CO2 has been neutralised and the exact coordinates of the planted trees. The creative brain power representing this wonderful idea at the competition consisted of five enthusiastic students from two different schools: Margus Potisepp, Richard Pikmets, Kelli Kuligina, Kristel Reino and Vahur Koort.

[Margus Reinsalu](#) who has had years of experience in the business world knows how important it is to be innovative in order to find success. He applauds the environmentally conscious stance of Estonian youth and knows people all over Europe are very interested in both tree planting and reducing their carbon footprint.

Caroline Jenner, CEO of [JA-YE Europe](#) explains: "A winning student company is no different from any other successful business. Success is as much about the passion of the people involved, how the company is run and how its employees communicate with each other, learning and developing with the business, as it is about performance."

At the competition, the jury assessed each company's approach to communication, teamwork, problem-solving, objective-setting, planning and review, administration and financial systems, personnel management, product development, customer focus, marketing and sales, as well as financial results. The teams had to present their enterprises to the panel of judges in the course of a 4-minute stage presentation and a following interview after having submitted their annual reports in advance. There was also an exhibition where the public and judges could visit each company's trade stand.

The Estonian entry, Touch of Green, was judged at a high-level in all stages of the competition, but excelled especially in their forward-looking way of linking tree planting with carbon footprint reduction, and strong annual report.



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UC Berkeley Study Finds Separate Battery Ownership Accelerates Mass-Market Adoption of Electric Cars

The University of California, Berkeley, Center for Entrepreneurship & Technology released a new study examining the market size for electric cars with switchable batteries as well as the economic and environmental benefits of mass-market adoption. The study shows rapid adoption for electric vehicles, quantifies how the electrification of the U.S. transportation system will decrease America's dependence on foreign oil, increase employment, and reduce the environmental impact of transportation emissions.

Berkeley, Calif. (PRWEB) July 13, 2009 -- Today, the University of California, Berkeley, Center for Entrepreneurship & Technology released a new study examining the market size for electric cars with switchable batteries and the economic and environmental benefits of mass-market adoption. The study shows rapid adoption for electric vehicles assuming the ownership of the battery is separated from the vehicle. The study also quantifies how the electrification of the U.S. transportation system will decrease America's dependence on foreign oil, increase employment, and reduce the environmental impact of transportation emissions.

'Electric Cars in the United States: A New Model with Forecasts to 2030' was authored by Thomas Becker, a Berkeley economist who specializes in international and environmental economics. It is the first study to forecast the adoption rates of electric vehicles with pay-per-mile service contracts that finance the cost of the battery. In previous studies, projected adoption rates have generally been based on electric vehicle sales as standalone products. Pay-per-mile service contracts eliminate the additional upfront costs traditionally associated with electric cars. The study predicts that electric vehicles with this type of pricing will account for 64% of light vehicle sales and comprise 24% of the U.S. light-vehicle fleet by 2030. This level of adoption is made possible by the lower purchase price and reduced per-mile driving cost of electric cars with switchable batteries as compared to gasoline-powered cars.

The study also predicts:

- A net gain of up to 350,000 new jobs by 2030 through electric vehicle adoption
- Reduced emissions by as much as 62% from 2005 levels when electric vehicles are powered by clean sources of electricity, even over a scenario of improved fuel economy for gasoline-powered cars
- Savings of up to \$205 billion on healthcare costs associated with emissions from combustion engine vehicles
- A decline in oil imports of up to 3.7 million barrels per day, equivalent to the amount currently imported daily from the Persian Gulf region and Venezuela

"This most recent study is fundamental because it shows that the economics of electric cars with today's technology favor a paradigm shift in the automotive industry." said Ikhlaq Sidhu, Director of Berkeley's Center for Entrepreneurship & Technology and a professor in the Industrial Engineering and Operations Research Department.

"A wide range of economic benefits come with price-competitive electric cars," said Becker. "These vehicles make eliminating the U.S. dependence on foreign oil an achievable goal. Transitioning to electric cars will also create jobs, lower health care costs, and significantly lower greenhouse gas emissions."

The University of California study shows that the mass adoption of electric cars is a reachable goal. For electric cars to achieve this wide-scale adoption in the United States, these vehicles must be able to compete with the existing gasoline fueling infrastructure in terms of price, range, and reliability. Becker finds separating the purchase of the battery from the car is the most practical and cost-effective means of addressing these concerns.

First, not having to pay for the battery upfront makes the purchase price of an electric car competitive with that of an internal combustion vehicle. Given current battery prices and the federal tax incentives for the purchase of electric cars, switchable battery vehicles are expected to be \$7,500 less expensive than a similar gasoline-powered car when introduced to the market in 2012. The total cost of ownership of these vehicles is expected to be between \$0.10 and \$0.13 lower on a per-mile basis than gasoline-powered cars, depending on the future price of oil.

Second, electric vehicles with switchable batteries can have a driving range comparable to gasoline-powered vehicles. Just as there is a network of gas stations, the study incorporates the cost of a network of public battery charging spots augmented by battery switching stations into the per-mile service contract price offered by electric car network operators. This business model innovation will ensure that a sufficient density of electric car infrastructure is deployed to extend the range of these vehicles. Through this system, Becker argues that "the overall range of electric cars will eventually rival that of gasoline-powered vehicles."

Lastly, consumers must perceive electric cars to be as reliable as gasoline-powered vehicles. To achieve this, Becker again finds that the best solution lies in separating the ownership of the vehicle from the battery. By placing ownership of the battery in the hands of an electric car network operator, consumer concerns over the lifetime or durability of the battery are eliminated. Switchable batteries also allow the newest innovations in battery technology to reach drivers more quickly.

Overall, the study finds that electric cars with separate battery ownership are not only more affordable than gasoline-powered cars, but that incorporating their financing into a network service contract will overcome the range limitations inherent to fixed-battery electric vehicles.

About the UC Berkeley Center for Entrepreneurship & Technology

The Center for Entrepreneurship & Technology (CET) is a CITRIS-affiliated academic center and industry partnership within UC Berkeley's College of Engineering. Since its establishment in 2005, the Center's mission has been to equip engineers and scientists with the skills to lead, innovate, and commercialize technology in the global economy. Through teaching, programs, network building, and research interlaced with strong industry participation, the Center teaches entrepreneurship as it relates to individual venture creation and to innovation within existing entities. More information on the CET here: <http://cet.berkeley.edu/>

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WePOWER Names Howard Makler EVP Business Development

Entrepreneur to Direct Business Development for Cleantech Company

Aliso Viejo, CA (PRWEB) July 13, 2009 -- [WePOWER, LLC](#), a developer of global clean energy solutions, announced today the appointment of seasoned entrepreneur Howard Makler as Executive Vice President of Business Development.

Makler brings to WePOWER a nearly-20 year track record of success in niche marketing, entrepreneurship, and business development. Before joining WePOWER, Makler founded and sold two successful companies, each of which became the largest in its category due to innovative strategies and creative leadership. Makler transformed gaming by pioneering a new entertainment environment called Howie's Game Shack, which quickly became the nation's largest technology-based interactive game center. He engineered groundbreaking partnerships for the venture including collaborations with Intel, nVIDIA, Monster Energy, and Electronic Arts. He also founded and was Chairman and COO of Excess Space Retail Services, the largest national company specializing in surplus real estate disposition and lease renegotiation for major retail chains, where he increased revenues from 20-75% annually, and put \$2.2 billion in capital back to work for retailers.

Makler is in-demand as a speaker, and served as Senior Professor at the International Council of Shopping Centers' School of Leasing at the Wharton School of the University of Pennsylvania for ten years. Makler has been quoted by ABC News, Fox News, and The Wall Street Journal.

At WePOWER, Makler will be responsible for establishing retail and wholesale distribution channels, strategic partnerships, and licensing agreements for all market segments including wind farms, cell towers, outdoor advertising, and commercial and residential properties. Makler will also spearhead development of a variety of new clean energy solutions.

"We are delighted to tap into Howard's expertise in business development, joint ventures, and real estate. His drive and creativity will help make WePOWER a success by ensuring that wind technology is accessible to new markets everywhere," said WePOWER founder, Chairman, and CEO Marvin Winkler.

"With overwhelming demand for our turbines, our challenge will be to grow wisely, keeping customer satisfaction at the heart of everything we do," said Makler. "It is an honor to help usher in an era of cleantech energy and establish micro-utilities that enable communities, businesses, and individuals to produce their own electricity."

About WePOWER

[WePOWER](#) develops global clean energy solutions. WePOWER's vertical axis wind turbines operate in both low and high winds. WePOWER turbines can be used in urban, suburban, and rural environments to deliver clean energy to homeowners, businesses, developers, and wind farms worldwide. With few moving parts, the patented airfoil design is virtually vibration-, noise-, and maintenance-free, WePOWER turbines provide an attractive clean energy solution that is safe for people and birds.



For more information please visit www.wepower.us.

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Ideal Impact Generates \$22,200 Per Year in Energy Savings for the Southern Baptists of Texas Convention

New Company Helping Ministries throughout Texas to Fund Critical Needs

Grapevine, TX. (PRWEB) July 13, 2009 -- Ideal Impact, Inc. (www.idealimpactinc.com), a new company that generates revenue through energy savings for churches, schools, universities and commercial buildings throughout Texas, signed an energy savings contract with the Southern Baptists of Texas Convention (SBTC) office facility in Grapevine, Texas.

"For several years we have been looking for ways to maximize efficiencies in our energy usage. Ideal Impact brought a solution that I believe will provide substantial long-term savings to our ministry," says Joe Davis, chief financial officer of the SBTC, which has 2,143 affiliated churches throughout the state. "These savings will increase as time goes by and energy costs continue to climb. Putting more dollars into ministry and less into overhead makes perfect sense."

The three-year Active Revenue Creation contract estimates the facility, which encompasses approximately 30,000 square feet, will save \$22, 200 annually through the implementation of a customized energy plan, as well as ongoing energy education training for the staff. Projected savings over a 15-year period is approximately \$518,000. Most significantly, the contract required no upfront costs and is a positive cash flow project.

"Our mission is to make a positive impact and what better way to do so than create funds for ministry purposes," states Ideal Impact CEO Wes McDaniel, noting the company recently signed a contract with Church at the Cross in Grapevine, generating \$32,800 per year in energy savings.

Ideal Impact works with churches, schools, universities and commercial buildings in Texas with a minimum annual energy bill of \$50,000. Led by a team of experienced professionals in the energy savings industry, Ideal Impact offers energy solutions for both buildings and personnel:

- * Active Revenue Creation: Utilizing a five-step process, a customized plan is developed that reduces energy consumption while maintaining comfort. A positive cash flow from the start, there are no up front costs or lease-purchase/ loan to repay.
- * Managing Energy Efficiency Services: Rising energy costs, combined with aging facilities and outdated equipment for many organizations, the opportunities to save energy and money are abundant. Comprehensive or individual energy conservation measures - including control systems and lighting retrofits - can be implemented quickly.
- * Reducing Energy Costs: By implementing energy reduction solutions and energy education programs, we teach building personnel and occupants to become energy smart and environmentally aware.

Founded March 2, 2009, Ideal Impact's mission is well-defined: to help commercial businesses, public entities and worship facilities reduce energy consumption and create a new revenue source; to help clients use resources wisely and efficiently; and to have a positive impact on the environment.

The company's corporate office is located at 1133 South Main Street in downtown Grapevine. For more



information call (817) 251-8498 or visit www.idealimpactinc.com.

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United States Representative John Hall Visits Mount Kisco Child Care Center

United States Representative John Hall recently visited Mount Kisco Child Care Center and Family Services of Westchester's My Second Home, where he participated in an intergenerational art program and sampled fresh food made by the children in a Feed me Fresh garden-to-table nutrition program cooking class.

Mount Kisco, NY (PRWEB) July 13, 2009 -- United States Representative John Hall recently visited Mount Kisco Child Care Center and Family Services of Westchester's My Second Home, where he participated in an intergenerational art program and sampled fresh food made by the children in a Feed me Fresh garden-to-table nutrition program cooking class.

During his tour, Congressman Hall spent time with older adults and children in the Joining Elders with Early Learners program (JEWEL), the shared-site intergenerational program that was established 11 years ago to bring children and older adults together to learn, nurture each other and develop meaningful relationships. Lunch was served courtesy of the Center's in-house Feed me Fresh sustainable food service designed to increase the level of appreciation for healthy foods and healthy choices for children at an early age.

Along the tour, the Congressman spoke with Dottie Jordan, Mount Kisco Child Care Center's Executive Director; Rina Bellamy, My Second Home's Director; and Linda Collura, Intergenerational Coordinator for JEWEL, about health care issues affecting older adults and children. Hall also participated in an arts-and-crafts project with JEWEL participants.

Hall, who supports increases in health care coverage and decreases in health care costs, recently launched a listening tour to gather input and opinions about such issues from health care leaders across the Hudson Valley.

"The health care issues that affect Americans across the country affect us here, at home, too," said Dottie Jordan. "It was such a pleasure to have the Congressman here and discuss with him the topics important to the families we serve."

About Mount Kisco Child Care Center: Mount Kisco Child Care Center is a licensed nonprofit, non-sectarian childcare facility that has served the working families of Northern Westchester since 1971 by providing exceptional and affordable, early-care and education to a diverse group of children three months to five years, with an expanded school-age program serving children up to 12 years of age. For additional information about Mount Kisco Child Care Center, visit www.mkccc.org or call 914.241.2135.

About My Second Home: Founded in 1998, My Second Home offers a day program for seniors that includes nutritious meals, door-to-door transportation services, and a variety of wellness activities like cards, yoga, and singing. Older adults interact with children to enjoy supervised activity options including art projects, gardening in the vegetable beds planted behind the building, and preparing simple snacks together using the freshly harvested produce.

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DyoCore Launches SOLAIR First Wind/Solar Hybrid Electric Generator Geared for Residential Market

DyoCore Smart Solutions today announced the September availability of its SolAir wind/solar hybrid generator. Sporting a breakthrough design with a small blade-span of less than 52 inches and integrated solar fin to maximize directional flow and electrical output, the SolAir is the first hybrid alternative energy source designed for consumer residential, small business and local government markets.

San Marcos, CA (PRWEB) July 13, 2009 -- Offering a radical departure in design from traditional wind generators, DyoCore's SolAir can be stacked and strategically placed in a residential home environment as an alternative energy source. The unit incorporates the latest in thin film transistor solar panels, providing a continuous flow of energy, even with low-exposure to the sun. Furthermore, the company's supplied DC/AC inverter actually recycles unused electricity back into the local grid, dramatically reducing consumer dependency on the nation's power resources, while providing true money savings to environmentally-savvy home owners.

According to DyoCore's co-founder and VP of Sales, Moe Green, the SolAir represents the first time anyone in the industry has addressed the high cost and low performance of single install wind and solar energy resources. "DyoCore's dynamic and unique approach to this market sector provides a low cost, high performance and reliable building block solution. The average homeowner can start slow and build an entire home solution over time that strategically solves specific power needs and performance issues with our unique and cost-efficient solutions," explained Mr. Green.

The on/off-grid, plug-n-play hydro hybrid requires simple installation by homeowners, features an appealing stackable design, and delivers a complete return on initial investment within two to five years. Unlike other wind and/or solar systems, the SolAir has the potential to convert up to 70% of wind power into electricity, double the current average, and can operate in as little as 2mph to >25mph.

According to David Raine, company co-founder and chief engineer, it's all about developing cleaner and leaner technologies, thus improving the way products are designed, made, delivered, and used. "At the end of the product's life cycle, even the materials the product is made of can be recycled. The goal is to provide greater consumer value, performance and choice as well as reduce environmental impacts. DyoCore's product line meets this goal and will lower the cost of energy for the end consumer," explained Mr. Raine.

Available in two configurations, 300-watt and 800-watt versions, the SolAir I and II will be available in July 2009 at a suggested retail price of \$4,800 for a complete system, including inverter system, high-performance rechargeable batteries and mounting brackets. In many states, the SolAir qualifies for local, state and federal tax credits of up to 80%.

About DyoCore Smart Solutions

DyoCore's focus lies within the development and distribution of simple, low cost residential energy solutions based on hybrid wind and solar alternatives. The Company's technology objective is architected to make



alternative energy resourcing simple, reliable, cost effective, and flexible for customers. A key aspect of DyoCore's vision is that its product line helps customers avoid the cost, hassle, and reliability issues of maintaining a large, high cost, high maintenance current market product.

DyoCore products present a dramatic change over traditional turbine designs. DyoCore turbines have been specifically tooled for low wind and the SolAir has been created specifically for both low wind and obstructed areas, ideal for the average home roof. The company's first two products, the SolAir I and Solair II will be available in July, 2009. For more information, visit the company's web site at www.dyocore.com.

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Outdoor Lighting Perspectives Rolls Out Outdoor Lighting 101 Program

America's leading residential outdoor lighting franchise company introduces a community outreach seminar program to educate consumers on the importance on exterior illumination for safety, security and extended outdoor living hours

Richmond, VA (PRWEB) July 13, 2009 -- Known on the web as OutdoorLights.com, Outdoor Lighting Perspectives (OLP), a leader in residential outdoor lighting systems, is happy to announce the roll-out of their Outdoor Lighting 101 exterior illumination series. The program, set up as an informational session, aims to educate homeowners nationwide on the importance of outdoor lighting.

"The general public doesn't know a lot about outdoor lighting;" said Rich Young, vice president of franchise services at Outdoor Lighting Perspectives. "With this presentation, our goal is to inform the homeowners interested in outdoor lighting on its benefits and uses. We will discuss several different types of outdoor lights and landscape lighting in detail, educating consumers on the pros and cons of using all of them."

Outdoor Lighting 101 was originally created for an Outdoor Lighting Perspectives franchise location that was asked to speak about the safety and security attributes of outdoor lights, after a neighborhood experienced a rash of burglaries. As awareness of the outdoor lighting educational program spread, it was decided to promote the series nationally, through the soon-to-be 100 OLP locations.

"It truly can be used in numerous ways," said Young. "Outdoor Lighting 101 could be a great informational session at nurseries, garden clubs, security offices, and so many more forums. Our goal is to introduce the concept of professionally designed, installed and maintained outdoor lighting into the public's general consciousness."

A helpful handout of the top ten questions to ask a prospective outdoor lighting company will be given out at the end of each seminar. To schedule an Outdoor Lighting 101 seminar in your area, please contact Jane Walker at (804) 353-6999 ext 241.

About Outdoor Lighting Perspectives

Outdoor Lighting Perspectives is America's largest full-service outdoor lighting specialist and part of the Outdoor Living Brands franchise company based in Richmond, Virginia. Outdoor Lighting Perspectives has redefined the outdoor lighting category through the application of innovative outdoor light designs and eco-friendly technologies. Outdoor Lighting Perspectives design consultants offer no-obligation demonstrations in the latest concepts in outdoor lighting to enhance the beauty, safety, and security of a home. For more information, visit www.outdoorlights.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Consumers Could Pay More for Car Insurance with New "Cash for Clunkers" Program, According to InsuranceFusion.com

Consumers taking part in the "Cash for Clunkers" program are instructed how to save money on car insurance with advice from Tom Costa of InsuranceFusion.com.

(PRWEB) July 11, 2009 -- "Auto buyers participating in the new 'Cash for Clunkers' program should be aware of the financial impact to their auto insurance premiums" says Tom Costa, spokesperson for InsuranceFusion.com, an online auto insurance marketplace. He explains, "The new legislation recently signed into law by President Obama and referred to as the 'Cash for Clunkers' bill and now official known as CARS (Car Allowance Rebate System) will affect auto insurance costs. It's important to know how to make sure you're getting the best deal on car insurance in these difficult economic times." The CARS program lets consumers with older, gas-guzzling vehicles earn up to \$4500 in rebate dollars. The catch is that consumers do not get the trade-in value of the vehicle, only the rebate, and only if their new car gets better mileage than the old one.

Costa continues, "Consumers that opt to participate in this program and get a new more fuel-efficient vehicle may think that their auto insurance premiums are sure to go up. It's important that consumers do their homework because there are insurance discounts of up to 10% if a consumer buys a hybrid vehicle and many insurers also offer 'Safe Car' discounts of 5% or more". Visit the Insurance Institute for Highway Safety at InsuranceFusion.com to compare car insurance quotes from many different companies and find out which vehicle and which company has the lowest insurance rates."

He concludes, "Even if a consumer chooses to stick with their current vehicle, they can still save money. Review your policy to see if you have driven less than in previous years, if so contact your insurance company. You may be eligible for a lower premium based on the number miles driven annually. Also know that insurance costs vary dramatically from company to company and from year to year. Since insurance rates are cyclical, it's smart to shop every year to make sure you're still getting the best price on car insurance."

About InsuranceFusion:

InsuranceFusion.com is owned and operated by Sequoia Interactive, Inc. InsuranceFusion brings trusted names together in one place to make insurance shopping easier. InsuranceFusion.com provides insurance quotes and a wealth of insurance articles and information for auto insurance, term life insurance, homeowners insurance and health insurance.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

NFL and New England Patriots Make Classical High School's FieldTurf Dream Come True

Classical High School has officially marked a tremendous moment in its athletic history. A major upgrade to the sports field has placed the school at the forefront of establishments with modernized sports venues. Locally-famed Al Morro Stadium, home of the Classical Purples, now boasts a brand new FieldTurf surface - the world's leading [synthetic turf](#) system.

Providence, RI (Vocus) July 10, 2009 -- Classical High School has officially marked a tremendous moment in its athletic history. A major upgrade to the sports field has placed the school at the forefront of establishments with modernized sports venues. Locally-famed Al Morro Stadium, home of the Classical Purples, now boasts a brand new FieldTurf surface - the world's leading [synthetic turf](#) system.

"A dream come true," exclaimed Robert Palazzo, Classical's Athletic Director. "We never thought this would be possible, but we finally have the field we always wished for." Over the years, the school had lacked sufficient resources to provide its athletes with a true home field. An unsafe, deteriorated grass field often forced players and fans to take buses to home games scheduled in different areas of the city. Now, the 2008 division IV state champions will have a FieldTurf home field at Classical High School which will be the envy of sports programs across Rhode Island.

"The dream" came in the form of monetary assistance from the NFL and the New England Patriots, allowing the school to opt for a FieldTurf surface; the exact same surface used by the Patriots at Gillette Stadium. In fact, FieldTurf is the most widely used synthetic turf in the NFL, with 21 teams playing or practicing on the premium brand.

Classical High School drew the NFL's attention by presenting their school's complete athletic program - forced to play on a broken down and diminished natural grass field. Year after year, the grass was unable able to withstand the significant use of the football, soccer, lacrosse and field hockey teams, turning the playing surface into dust early on in the season.

The goal of the NFL Grassroots Program is to provide financial and technical assistance in order to improve the quality, safety, and accessibility of local football fields. Over 100 fields in 45 American cities have received assistance from this program. The partnership between the NFL's Grassroots Program and the Local Initiatives Support Corporation were moved by Classical's efforts and willingness to share a turf field with local community programs. A \$200,000 grant was awarded to Classical for the FieldTurf project, rectifying the school's facility problems once and for all.

The Mayor and City Council also approached Robert Kraft and the New England Patriots organization, which ended up donating \$100,000 for the historic project.

Once the funds were secured, Classical's staff immediately determined the criteria which were most important in



selecting artificial turf: "Durability and safety," stated Palazzo. "We no longer want our students and community to play on a diminished surface. This town has been the victim to such conditions for all too long."

With the industry's safest and most durable system, Classical High School will receive exactly what they hoped for from the turf manufacturer. FieldTurf's patented synthetic turf is the only layered silica sand and cryogenic rubber infill which provides maximum safety to reduce serious injuries sustained on grass, while granting a firmness to also maximize athletic performance. As well, the turf is designed to withstand continuous use from all sports, offering unlimited all-weather playability and maintaining a consistent high-performance surface the entire time.

This major construction project has also led Classical High School to take a step in the "green" direction. The FieldTurf system is a renowned, leading-edge, environmentally-friendly product made of recycled materials. It eliminates harmful maintenance products used on natural grass such as lawn mowers, pesticides, herbicides and fertilizers. Institutions across North America have saved billions of gallons of potable water per year - a benefit that is recognized by the U.S. Green Building Council for LEED accreditation, among many other contributing factors.

FieldTurf offers industry leading engineering and manufacturing resources, unparalleled leasing and financing capabilities, and clearly leads the synthetic turf industry with regard to setting higher environmental standards. Additionally, FieldTurf has attained over 12,000 satisfied customers in high quality pet, residential, commercial and municipal landscaping solutions, playground surfacing, and has a complete range of golf and tennis products.

FieldTurf is part of Tarkett Sports, a division of the Tarkett Group. Tarkett Sports is the largest entity in the sports and landscape surfacing industries. Included within the Tarkett Sports portfolio is an impressive range of performance sports flooring products. This product range includes: synthetic and hardwood basketball; volleyball and gymnasium flooring; squash and racquetball courts; floor protection and covering systems; weight room flooring; and high performance indoor and outdoor running tracks, featuring Beynon track surfaces.

For more information, visit www.fieldturf.com

Contact

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



UGA Researchers Could Help Restore Devastated American Chestnut

New gene inserted into DNA may fight fungal disease that caused the chestnut blight

Athens, GA (PRWEB) July 10, 2009 -- In their prime, the [American chestnut](#) trees stood a hundred feet tall and six feet wide. Now, they're typically no bigger than shrubs, thanks to a fungal disease that spread down the East Coast decades ago, virtually wiping out the hardwood tree.

But researchers in the [University of Georgia Warnell School of Forestry and Natural Resources](#), with support from [ArborGen LLC](#), a leader in tree improvement and commercial production of trees, have developed a method for inserting anti-fungal genes into the tree's DNA. They hope the new genes will fight off the fungal disease and help restore the American chestnut to its former glory. The results of [Scott Merkle's](#) 20-year effort are detailed in a new paper published in the journal [Plant Cell Reports](#), where he and associates Gisele Andrade and Joe Nairn describe the system they developed to insert new genes into the tree's DNA and to propagate trees that carry the genes.

"The gene transfer system described in the new paper has already been used to produce some trees with genes that may confer resistance to the fungal disease," said Merkle, "and ultimately could be used to help restore the tree to our eastern forests."

The American chestnut used to grow from New England down the East Coast, abundantly through the Appalachians. It was a valuable resource for the U.S., Merkle explained, as it was a fast-growing tree that was used in construction, leather-making and as a dependable nut crop. But in the 1880s, people began to import Asian chestnuts to plant in their yards and with these trees came the fungus that attacked the American trees. The first documented instance of what became a widespread blight was in what is now the Bronx Zoo. A forester noticed the American chestnuts planted along the streets were dying. By 1904, the fungus had been identified as *Endothia parasitica* (eventually renamed *Cryphonectria parasitica*), but it was too late: The fungal disease spread rapidly, infecting Georgian trees by the 1940s.

"It happened amazingly fast," Merkle explained. "They were actually stunned at how fast it spread."

Merkle began researching the American chestnut blight in 1989, and has published several papers on the subject. In the past 20 years, he and his team of research associates and graduate students have been studying ways to get the chestnut trees to fight off the fungus. The disease works by attacking the chestnut after the bark has been injured, fanning out and killing the inner bark layer, eventually girdling the tree so that food and water cannot move up or down the stem.

So while the American chestnut used to grow more than a hundred feet tall, now they are usually no more than six feet tall before they are killed by the fungus, Merkle said. Most are just shrubs before they die, although larger surviving chestnuts have been found in isolated areas.



Merkle hopes to change that. After years of research, he and Andrade devised a way to grow chestnut trees from single cells and then found an effective way to separate the genetically engineered cells from the cells that did not have the inserted genes. Now, they've used their system to insert an anti-fungal gene, obtained from collaborator William Powell at [SUNY College of Environmental Science and Forestry](#), into chestnut trees that are being grown in a Warnell greenhouse in preparation for testing the ability of that inserted gene to fight off the fungus.

The way they'll do that, Merkle said, is by infecting the tree with the fungus and measuring how well it fights it off. It'll be at least two years before they can take that next step in the research, however, since the trees have to grow to a certain size before they can be screened.

"It's been a real challenge working with it," he said. "But the potential is there."

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Water Replenishment District Receives Nearly \$500,000 in Federal Stimulus Funds for Water Recycling Expansion Project

Water Replenishment District (WRD) will receive nearly \$500,000 in federal stimulus funding from the U.S. Bureau of Reclamation (USBR) title XVI program for expansion of the Leo J. Vander Lans Advanced Water Treatment Facility (also known as the Alamitos Barrier Recycled Water Project).

Lakewood, CA (PRWEB) July 11, 2009 -- The Water Replenishment District (WRD) will receive nearly \$500,000 in federal stimulus funding from the U.S. Bureau of Reclamation (USBR) title XVI program for expansion of the Leo J. Vander Lans Advanced Water Treatment Facility (also known as the Alamitos Barrier Recycled Water Project).

The Vander Lans Advanced Water Treatment Facility (Vander Lans) currently provides 50% of the treated recycled water injected into the Alamitos Barrier to protect the groundwater aquifer against seawater intrusion.

Expansion of the Vander Lans facility will double its water recycling capacity, supplying almost one billion gallons of recycled water, offsetting the remaining costly imported water used at the Alamitos Barrier with recycled water.

"This funding will allow us to move forward with the permitting process and associated efforts to go to 100% recycled water at the Alamitos Barrier, which is an important part of our Water Independence Now (WIN) Program," stated WRD General Manager Robb Whitaker.

WRD's WIN Program is a suite of water conservation and water reuse projects that will lead southern Los Angeles County to eliminate its dependence on expensive imported water for groundwater basin replenishment.

"Our Board of Directors and constituents would like to thank the California Congressional Delegation for making these funds possible," stated WRD Board President Albert Robles. "These federal funds will allow WRD and its stakeholder to gain water independence as well as drought-proof our region," concluded Robles.

WRD's Vander Lans expansion project is one of 27 California projects to be awarded federal funding under the American Recovery and Reinvestment Act 2009 (ARRA/Recovery Act) for water recycling and reuse projects.

For more information about the Leo J. Vander Land Advanced Water Treatment Facility expansion project or WRD's Water Independence Now (WIN) Program, please visit www.wrd.org.

Created by voters in 1959, WRD is a regional groundwater management agency that protects and preserves the quantity and quality of groundwater supplies for 10 percent of the State's population residing in southern Los Angeles County.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

DuPont Awarded 'Green Approved' Product Seal from NAHB Research Center

DuPont Products Eligible to Earn National Green Building Standard Points

Wilmington, Del. (Vocus) July 8, 2009 -- DuPont today announced products from its [Building Innovations](#) portfolio have received the coveted Green Approved Product Seal for National Green Building Certification by the [National Association of Home Builders](#) (NAHB) Research Center.

The third-party endorsement means that DuPont "Green Approved" products can now be used by builders to earn points toward certification to the National Green Building Standard™.

"Sustainability continues to be a critical strategic initiative for DuPont," said [Thomas F. Schuler](#), vice president and general manager - DuPont Building Innovations. "For us, sustainable building products are not just nice things to have; they are necessities. From our latest surfacing introductions to new building envelope innovations, this certification further demonstrates our commitment to providing sustainable solutions for the marketplace."

Ten products from the DuPont™ Tyvek® weatherization portfolio received the Green Award mark, due to their ability to help seal the building envelope and help create a more comfortable, energy-efficient home or building. According to DuPont data, the use of Tyvek® weatherization barriers can help reduce annual energy costs up to 20 percent. [DuPont Weatherization Systems](#) products (and potential points earned) include:

- * DuPont™ Tyvek® HomeWrap® (up to 2 points)
- * DuPont™ Tyvek® StuccoWrap® (up to 2 points)
- * DuPont™ Tyvek® DrainWrap™ (up to 2 points)
- * DuPont™ Tyvek® ThermaWrap™ (up to 2 points)
- * DuPont™ Tyvek® CommercialWrap® (up to 2 points)
- * DuPont™ FlexWrap™, FlexWrap™ RW, StraightFlash™, StraightFlash™ VF and DuPont™ Flashing Tape (up to 6 points)

The [DuPont™ Zodiaq®](#) quartz surfaces Terra Collection received the Green Award due to its post consumer recycled content. In addition, all colors of [DuPont™ Corian®](#) solid surface and Zodiaq® quartz surfaces received approval for their ability to be used in vertical cladding applications. Products (and potential points earned) include:

- * The DuPont™ Zodiaq® Terra Collection, a collection of quartz surfaces that contain 25 percent post-consumer recycled content (up to 2 points)
- * DuPont™ Corian® Solid Surfaces and DuPont™ Zodiaq® Quartz Surfaces in wall cladding applications, all colors qualify (up to 4 points)

DuPont--one of the first companies to publicly establish environmental goals 19 years ago--has broadened its sustainability commitments beyond internal footprint reduction to include market-driven targets for both revenue and research and development investment. The goals are tied directly to business growth, specifically to the development of safer and environmentally improved new products for key global markets.

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by



creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

###



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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Poaching Crisis as Rhino Horn Demand Booms in Asia

Rhino poaching worldwide is poised to hit a 15-year-high driven by Asian demand for horns, according to new research.

Washington, DC (Vocus) July 9, 2009 -- [Rhino](#) poaching worldwide is poised to hit a 15-year-high driven by Asian demand for horns, according to new research.

Poachers in Africa and Asia are killing an ever increasing number of rhinos -- an estimated two to three a week in some areas -- to meet a growing demand for horns believed in some countries to have medicinal value, according to a briefing to a key international [wildlife trade](#) body by [WWF](#), the International Union for the Conservation of Nature (IUCN) and their affiliated wildlife trade monitoring network [TRAFFIC](#).

An estimated three rhinos were illegally killed each month in all of Africa from 2000-05, out of a population of around 18,000. In contrast, 12 rhinoceroses now are being poached each month in South Africa and Zimbabwe alone, the three groups told the 58th meeting of the Convention on International Trade in Endangered Species Standing Committee this week in Geneva.

"Illegal rhino horn trade to destinations in Asia is driving the killing, with growing evidence of involvement of Vietnamese, Chinese and Thai nationals in the illegal procurement and transport of rhino horn out of Africa," the briefing states.

Meanwhile, rhino poaching is also problematic in Asia. About 10 rhinos have been poached in India and at least seven in [Nepal](#) since January alone -- out of a combined population of only 2,400 [endangered](#) rhinos.

"Rhinos are in a desperate situation," said Dr. Susan Lieberman, director of the species program at WWF-International. "This is the worst rhino poaching we have seen in many years and it is critical for governments to stand up and take action to stop this deadly threat to rhinos worldwide. It is time to crack down on organized criminal elements responsible for this trade, and to vastly increase assistance to range countries in their enforcement efforts."

Almost all rhino species are listed in CITES (the Convention on Trade in Endangered Species of Wild Fauna and Flora) in Appendix I, which means that any international trade of any rhino parts for commercial purposes is illegal.

"Increased demand for rhino horn, alongside a lack of law enforcement, a low level of prosecutions for poachers who are actually arrested and increasingly daring attempts by poachers and thieves to obtain the horn is proving to be too much for rhinos and some populations are seriously declining," said Steven Broad, Executive Director of TRAFFIC.

The situation is particularly dire in Zimbabwe where such problems are threatening the success of more than a

decade's work of bringing rhino populations back to healthy levels.

For example, earlier this week a park ranger arrested with overwhelming evidence against him for having killed three rhinos in the Chipinge Safari Area, was acquitted without any satisfactory explanation for the verdict. Similarly, in September 2008, a gang of four Zimbabwean poachers who admitted to killing 18 rhinos were also freed in a failed judiciary process.

The briefing concludes that governments need "an accurate and up-to-date picture of the status, conservation and trade in African and Asian rhinoceroses, as well as the factors driving the consumption of rhinoceros horn, so that firm international action can be taken to arrest this immediate threat to rhinoceros populations worldwide."

"Rhino populations in both Africa and Asia are being seriously threatened by poaching and illegal trade," said Dr Jane Smart, Director of IUCN's Biodiversity Conservation Group. "IUCN and its African and Asian Rhino Specialist Groups are working hard to gather data and information on rhinos so that CITES parties can make informed decisions and ensure that rhinos are still here for generations to come."

The 58th meeting of the CITES Standing Committee is being held in Geneva from 6 -10 July. This issue will be further discussed at the 15th meeting of the Conference of the Parties to CITES, which will be held in Doha, Qatar March 13-25, 2010.

NOTES FOR EDITORS

- The briefing can be downloaded here: <http://www.cites.org/common/com/SC/58/E58i-10.pdf>
- Images and video are available upon request

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ABOUT WORLD WILDLIFE FUND

WWF is the world's leading conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change. Visit www.worldwildlife.org to learn more.

About TRAFFIC

TRAFFIC, the wildlife trade monitoring network, works to ensure that trade in wild plants and animals is not a threat to the conservation of nature. TRAFFIC is a joint programme of IUCN and WWF.

- www.traffic.org



About IUCN

IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges.

IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice.

IUCN is the world's oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world.

- www.iucn.org

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

PecoBOO Is Keeping An Eye On Your Energy Use

The latest piece of eco-friendly software claims to be so clever it can tell whether you are looking at your computer or not, and switch your display off or on accordingly.

Sheffield, UK (PRWeb UK) July 9, 2009 -- The latest piece of eco-friendly software on the market is so clever it can tell whether you are looking at your computer or not, and switch your display off or on accordingly.

PecoBOO is the newest bit of Eco-Power Management technology from Sheffield based environmental computer manufacturer [VeryPC](#). The award winning company are already known for their range of low energy desktop computers, or GreenPCs. Recently, Peter Hopton, MD of VeryPC, hit on a new idea to make additional energy savings by managing the computer display with facial detection software:

"A few months back we had a meeting to see what improvements we could make to energy savings in computer use. We asked, 'what if your computer could tell instantly when you are not using it and make power changes to reflect that?' That's when we thought of the light in the fridge. It only comes on when you need it. PecoBOO turns your computer display into the 'light in the fridge'."

He goes on to explain just why this kind of saving is especially significant when combined with VeryPC's low energy GreenPCs:

"With many other computers on the market, the PC box consumes far more energy than its LCD monitor. We've worked so hard on energy saving at VeryPC that we've flipped that around. Now many of our GreenPCs use as little as half the power of their display. We realised that we had to find a way to apply better energy savings to the display itself. This revolutionary combination of facial detection with power management takes energy saving on your computer to a new level."

PecoBOO forms part of a range of technologies offered by VeryPC collectively known as Eco-Power Management, or EPM:

"EPM is designed to take control of your IT energy usage at every level. The first four stages of EPM are built right into the box and are taken care of at the manufacturing stage. At VeryPC we are always looking for the next step forward, so despite already building some of the world's most energy efficient desktop PCs, we want to push the envelope even further. We've achieved that by adding a fifth stage to EPM -software control."

Peter is convinced that there is a genuine need for this kind of real-time energy saving:

"Our research tells us that many users these days turn off their computers' in-built power management because it interferes with their daily use. For example, online video: if you are watching, for example, the BBC iPlayer with your screensaver set to kick in after 15 minutes, that is going to interrupt your viewing, so you disable it. Once disabled, the settings tend to stay that way forever as we forget to change them back. PecoBOO is comfortable and non-intrusive because it will never turn your screen off when you are looking at it. On top of that, it will save 5, 10, 15, however many more minutes for the users who are disciplined enough to keep their default power management running because it works as soon as you leave the computer, with no delay."



Peter is quick to dispel any 'big brother' style questions about his face detection software:

"Privacy advocates need not be concerned. PecoBOO uses face detection, not face recognition. It cannot tell who you are or even distinguish one user from another. No data is recorded. PecoBOO is not a security tool, it's an energy saving tool."

[PecoBOO](#) can be found at [\[link\]](#) and will start selling for £9.99 per license by download.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

World Bank Debunks Tiger Farming Benefits

Experimenting with tiger farming is too risky and could drive wild tigers further toward extinction, the World Bank told a key international wildlife trade meeting today.

Washington, DC (VOCUS) July 9, 2009 -- Experimenting with [tiger farming](#) is too risky and could drive [wild tigers](#) further toward extinction, the World Bank told a key international wildlife trade meeting today.

[WWF](#) endorsed the World Bank's call for countries to ban tiger farming because of the uncertainty that it will have for the long-term conservation of wild tigers.

"Extinction is irreversible, so prudence and precaution suggest that the risks of legalized farming are too great a gamble for the world to take," World Bank Director Keshav Varma told the member countries of the 58th meeting of the Convention on International Trade in Endangered Species (CITES) Standing Committee.

"Stopping all trade in tiger parts, and phasing out these tiger farms, is of the utmost urgency if the tiger is to survive in the wild", said Dr Susan Lieberman, director of the species program at WWF International, "It is time for the world community to join together, with tiger range state governments, to stop all poaching of tigers for illegal trade, and WWF welcomes the engagement of the World Bank in these efforts".

Because of the unpredictability of the market environment and the small number of remaining tigers in the wild, there is "no room for experimentation," Varma, who leads the World Bank's Global Tiger Initiative, said after the meeting.

"Commercial trading in tiger parts and its derivatives is not in the interest of wild tiger conservation."

Tiger trade is prohibited internationally and banned domestically in all of its range countries, including China - historically the largest market for tiger products.

However, owners of privately run tiger farms and a contingent of wealthy business men across China have been pressuring the Chinese government to allow legal trade in tiger parts within China and lift its domestic tiger trade ban, implemented in 1993.

"Having carefully weighed the economic arguments we urge the CITES community to uphold the ban on wild tiger products and for all countries to continue to ban the domestic trade of wild tigers," the World Bank statement said.

"We also call upon the international community at large to join efforts in providing the necessary technical and other support to the respective countries in phasing out tiger farming. This is the only safe way to ensure that wild tigers may have a future tomorrow."



NOTES FOR EDITORS

- B-roll of tiger farms is available at: <http://www.divshare.com/download/7307598-cf7>

- Images of tiger farms is available:

<http://www.savethetigerfund.org/Content/NavigationMenu2/News/MediaKits/TigerFarmMediaKit/default.htm>

- The full statement by World Bank Director Keshav Varma can be found here:

<http://www.worldwildlife.org/what/globalmarkets/wildlifetrade/WWFBinaryitem13019.pdf>

- Other images and video is available upon request

ABOUT WORLD WILDLIFE FUND

WWF is the world's leading conservation organization, working in 100 countries for nearly half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change. Visit worldwildlife.org to learn more.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



New Urine Drug Test to Detect for 6 Major Drugs - Now Available at Amazon.com

'DrugConfirm' Is a New Revolutionary Urine Drug Test that is changing the Look and Effectiveness of typical Urine Drug Testing Cups.

San Diego, CA (Vocus) July 10, 2009 -- A new [urine drug test kit](#) called DrugConfirm™

is the ideal drug testing solution for individuals that want a fast and accurate instant [drug test](#). Developed by Biotech Company Confirm BioSciences, the cup has a sleek, innovative design and incorporates new Push Button Technology. It's also very competitively priced compared to the other urine cup products that are currently being sold on the market.

DrugConfirm is the first of its kind, and tests for 6 different types of illegal drugs: Marijuana, Cocaine, Opiates (Heroin), Methamphetamines, PCP, and Amphetamines. It is also important to note that all tests are manufactured here in the United States.

The advantages of DrugConfirm over other urine-based, at-[home drug testing kits](#) include:

-99.9% accurate: FDA Approved, as reliable as lab tests. We recommend that all positive results to be sent to our laboratory for confirmation screening.

-Push Button Technology: The new DrugConfirm SplitScreen Cup is a fully integrated, self contained drug screening cup for detecting drugs and drug metabolites in urine. The Push Button technology ensures the integrity of both the sample and results.

-No leaks, no mess: Leak proof snap-top lid. Fully Integrated design eliminates handling of the urine.

-Secure Chamber Technology: Once the urine is collected and the button on the cup is pushed, the urine will be held in a secure chamber thus eliminating donor manipulation.

DrugConfirm has several other key features:

-Fast Results: Results are available within minutes after test administration.

-Private and Confidential: No personal information is required.

-Easy to use & convenient: This test is a simple process that you can do in the privacy -of your own home.

According to the National Drug Policy, "Marijuana is the most commonly used illicit drug". In 2000, over 3 million youths aged 12 to 17 used marijuana at least once during the past year (US Department of Health). Today more and more parents have the ability to implement drug testing policies within their households, helping deter



their own children from becoming part of this statistic. DrugConfirm test results are instant, so parents can find out right away whether or not their loved ones are using. They also have the option to send the urine sample to the lab for a confirmation screening for extra validation.

Two-thirds of parents would ask their teenage son or daughter to take a home drug test as a means of keeping them away from drugs, according to a 2006 survey of 2,064 parents around the country by Washington, D.C.

“DrugConfirm is designed to help parents take a proactive role in preventing their children’s [illegal drug use](#),” said Zeynep Ilgaz, CEO of Confirm BioSciences. “Talking with your child about drugs and taking preventive measures like drug testing can be a significant factor in preventing substance abuse.”

“Parents are the number one deterrent to a teen's decision to use drugs”, continued Ilgaz. Studies have shown that the average age of first drug use is 13; more than one-third of teens have used drugs, including almost one in six middle school students and 30% of their high school counterparts reporting marijuana use; and 13% of high school students report using drugs such as cocaine, crack or ecstasy.

“I can’t even try a little. My dad can test me anytime”.

Urine-based drug testing is a highly trusted method of drug detection, and now that we have found a way to decrease the likelihood that the urine will be tampered with, more and more people are starting to buy these cups.

Now DrugConfirm is available at www.amazon.com. The kit costs \$23.99, including prepaid shipping materials for lab, urinalysis report, lab fee, and a free counseling hotline.

About Confirm BioSciences

Confirm BioSciences is a provider of diagnostic health and test kits for drug testing, laboratory urinalysis and other services. The company is privately held and based in San Diego. For more information, visit www.confirmbiosciences.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



New SolarBee® SB400 Potable-Water Tank Mixer Designed for Smaller Tanks, Tight Municipal Budgets

Unique Long-Distance Circulation™ technology helps eliminate thermal stratification and stagnation in potable water.

Dickinson, ND (Vocus) July 9, 2009 -- The new SolarBee SB400 potable-water tank mixer is specifically designed to completely mix small potable-water tanks (up to 300,000 gallons), while providing up to 40 percent first-cost savings over other mixers. Ideal for smaller towns requiring only one tank, or for multiple tanks in larger municipalities, the [SB400 mixer](#) is certified by NSF against potable water contamination (per NSF/ANSI Standard 61).

For easy installation in smaller tanks, the unit is collapsible and fits through an 18-inch hatch.

The solar-powered, floating mixer operates day and night with a permanent magnet, low-voltage motor and on-board battery system for continuous, energy-efficient water quality improvement.

The SB400 mixer creates a near-laminar flow that keeps the tank de-stratified, provides uniform water age, and allows accurate management of residual chlorine or chloramine levels to reduce nitrification. The unique SolarBee flow pattern ensures consistent dispersion of disinfectant throughout the tank volume, including constant replacement at the boundary layers (i.e., tank floor and sidewalls) where bacterial growth would otherwise use up the disinfectant.

The SB400 is equipped with chemical injection capability, and is available with the portable SolarBee [Chlorine Boost System](#). With this system, tank operators can "boost" chlorinated and chloraminated water tanks with sodium hypochlorite to keep residual levels optimal. The boosting system can be used to achieve compliance with [EPA Stage 2 disinfection byproduct](#) (DBP) rules.

To learn more about mixing potable water tanks, view our three-minute video: [Using SolarBees to Mix Chlorinated or Chloraminated Water Storage Tanks and Reservoirs](#).

About SolarBee

[SolarBee, Inc.](#), a division of Medora Environmental, Inc., manufactures and installs solar-powered long-distance water circulation equipment. Introduced in 2001, there are now more than 20 models, including seven models for potable water tanks ranging from 30,000 to 100.0 million gallon (MG) tanks. SolarBee circulators are used to solve water-quality problems worldwide in potable and recycled water storage tanks, freshwater lakes, wastewater lagoons, storm-water ponds, estuaries and other reservoirs.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Native Waters Introduces Sustainable Bottled Water

Native Water is bottled in ENSO Bottles, a biodegradable PET plastic bottle. The bottles are produced with Ecopure™, an additive added to the plastic manufacturing process that allows the bottles to be metabolized and neutralized on a microbial level, breaking down the plastic. ENSO bottles maintain the same physical properties and strengths as existing PET plastic bottles yet provide a more shelf stable solution than starch-based PLA materials and oxo-degradable plastics. The bottles are biodegradable in both landfill and compost environments and can also be successfully mixed with standard PET plastic recycling.

Fall River, MA (PRWEB) July 10, 2009 -- Proving that bottled water can be earth friendly, Native Waters, LLC, is introducing Native Water, a sustainable bottled water in environmentally friendly packaging. Locally sourced and packaged in biodegradable bottles, Native Water is 100% natural, organic and pure while making minimal environmental impact.

Native Water is bottled in ENSO Bottles, a biodegradable PET plastic bottle. The bottles are produced with Ecopure™, an additive added to the plastic manufacturing process that allows the bottles to be metabolized and neutralized on a microbial level, breaking down the plastic. ENSO bottles maintain the same physical properties and strengths as existing PET plastic bottles yet provide a more shelf stable solution than starch-based PLA materials and oxo-degradable plastics. The bottles are biodegradable in both landfill and compost environments and can also be successfully mixed with standard PET plastic recycling.

Native Water is sourced from Chester Hill Springs, located in the heart of the Berkshire Mountains in Western Massachusetts. The water flows naturally through sand, clay and rocks, and provides Native Waters with a spring water which is exceedingly low in mineral and dissolved solid content. By sourcing the water locally, Native Water can minimize its carbon footprint by eliminating long trucking routes for distribution.

"Our goal is to provide the healthiest and highest quality natural spring water with a minimal carbon footprint," said Rodger Cohen, vice president and co-founder of Native Waters. "By combining our locally sourced water with the ENSO earth-friendly, biodegradable bottles, we hope to take a step forward in the battle to stop plastic containers from filling our waterways, streets, and landfills."

Native Waters, LLC

Native Waters, LLC, was founded in 2009 by Steven Nasiff and Rodger Cohen. The company was founded to provide sustainable product solutions for the beverage industry using the latest technology and a local approach towards improving the environment for current and future generations. To learn more about Native Water in the ENSO biodegradable bottle, visit <http://www.earthfriendlybottle.com> or call 877.228.0711,

About ENSO Bottles

ENSO Bottles, LLC, of Phoenix, Arizona is an environmental company dedicated to creating "Bottles for a Healthier Earth". ENSO bottles are designed to biodegrade in anaerobic (no oxygen, no light) or aerobic (compostable) environments leaving behind biogases and humus. ENSO bottles with EcoPure™ have been 3rd party tested and validated for biodegradability and recyclability using ASTM standards. Contact ENSO Bottles at



www.ensobottles.com or call 866.936.3676

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Box Company Expands Despite Slow Economy

EcoBox the leading supplier of new and used moving boxes in central Texas has expanded to a larger warehouse

Austin, Texas (PRWEB) July 10, 2009 -- EcoBox the leading supplier of new and used moving boxes in central Texas has expanded to a larger warehouse at 10615 Metric Blvd, Austin, TX 78758. EcoBox purchased the Metric Blvd building and officially moved from their old location at Rutland Dr. into the new location on Metric Blvd on July 1st 2009. The new location serves as corporate offices as well as the main distribution center. Despite the economic downturn, EcoBox is expanding and finding that customers are now more than ever concerned about prices as well as the environment.

"By buying and reselling used moving boxes our customers can save up to 50% less than what other competitors charge while also keeping boxes out of the landfill," explains Sam Lee Managing Partner. With the expanded warehouse facility, and the north and south Austin retail stores, Ecobox is prepared to meet the future demands of Austin and the Central Texas area.

EcoBox hasn't been immune to the slowing economy. "We have seen our wholesale business slow by about 10%, however, our retail business has been steady and growing" comments Lee. EcoBox will focus on offering a larger array of specialty shipping and moving supply products that can only be found at EcoBox. "By doubling our warehouse space, it allows us to stock more used products and purchase them in larger quantities. In the past 5 years we has sold over 1 million used boxes that would have otherwise ended up in the landfill," explains Lee. EcoBox is working to duplicate their efforts thru franchising in San Antonio, Houston, and Dallas, TX.

About EcoBox:

EcoBox was founded in 1994 with a stack of used moving boxes, a Buick Riviera, a storage shed and a great idea. For the past 12 years, EcoBox has been selling used moving boxes and supplies while saving their customers money. EcoBox now stocks more than 150 different sizes of boxes, tape, bubble wrap, packing peanuts and hundreds of other items for moving and shipping. Each independently owned EcoBox store is part of a team whose goal it is to provide excellent service to the customer while helping to save our environment through recycling. Visit EcoBox at <http://www.ecobox.com>.

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Matt Pollnow

Ecobox - Used Moving Boxes

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Environmental Social Networking Group Green Drinks NYC Celebrates its 8th Anniversary at Tavern on the Green

On Wednesday, July 15, 2009 Green Drinks NYC will be celebrating its 8th anniversary "Midsummer Night Soiree" at Tavern on the Green. Eco-conscious professionals will meet like-minded individuals to collaborate on green initiatives, find employment, and discover avenues for sustainable living. Open to the public, the soiree will feature a live musical performance by Nick Myers Trio, organic cocktails, complimentary hors d'oeuvres, and dancing under the stars.

New York, NY (PRWEB) July 10, 2009 -- Green Drinks NYC hosts its "Midsummer Night Soiree" from 6-10PM at Tavern on the Green (Central Park at West 67th Street) on Wednesday, July 15, 2009.

Tavern's chic outdoor garden will serve as the backdrop to social networking for environmental enthusiasts. Green Drinks NYC is also celebrating its eighth anniversary of connecting New York City's environmental community. The event will feature a musical performance by the Nick Myers Trio, organic cocktail specials, complimentary hors d'oeuvres, giveaways, dynamic speakers and dancing under the stars.

Like all Green Drinks NYC events, "Midsummer Night Soiree" will provide a platform to meet other eco-conscious professionals to collaborate on green initiatives, develop new ideas, find employment, and discover avenues for sustainable living. The friendly environment welcomes individuals of all backgrounds to meet like-minded New Yorkers. A percentage of the proceeds will benefit Green Map (<http://www.greenmap.org>), an organization that uses mapmaking as a medium to promote inclusive participation in sustainable community development worldwide.

"Midsummer Night Soiree" has been made possible by the generous sponsorship of Me Oko, Red Jacket Orchards, Counter, Cuca Fresca, NYC Green Car, Dagoba Chocolates, Natural Kitchen Cooking School, Printing Responsibly, Cabot Vermont, Green Chef Holistic Wellness and Bari Simon Visual Communication Design, among others!

Tickets are open to the public \$10 in advance through <http://www.brownpapertickets.com/event/70439> or \$15 at the door.

Contact:

Sarah Butsch

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About Green Drinks NYC

Founded in 2002, Green Drinks NYC is a small, women-owned business that hosts monthly networking events for New Yorkers who are passionate about environmental issues. For the past eight years, Green Drinks NYC has served as a catalyst for positive environmental change on Manhattan Island. With over 12,000 members, it is the largest of the 542 Green Drinks chapters around the world, with an average attendance of 400 interesting and



innovative eco-enthusiasts per month. Further information about the event can be found at www.greendrinksny.com under "Events".

About Green Map

More than 500 cities, towns and villages worldwide have locally-led Green Map projects. Each has a unique way of involving people in charting nature, culture and green living resources, using Green Map Icons to link their map to hundreds of others. With a new social mapping platform and development of mobile resources underway, there's great potential to use Green Map to explore and get involved in sustainability. Further information about NYC projects can be found at GreenAppleMap.org

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You can read the online version of this press release [here](#).

Philips Lumec, Pionnier de l'Industrie de l'Éclairage au Québec, Seul dans Son Industrie à Être Certifié Niveau 3 par Recyc-Québec

Philips Lumec s'est vu accorder la plus haute distinction du programme ICI ON RECYCLE!, soit l'Attestation de performance de niveau 3, qui souligne les efforts des établissements ayant implanté des mesures permettant une gestion exemplaire des matières résiduelles.

Boisbriand (Vocus) 7 juillet, 2009 -- Philips Lumec s'est vu accorder la plus haute distinction du programme ICI ON RECYCLE!, soit l'Attestation de performance de niveau 3, qui souligne les efforts des établissements ayant implanté des mesures permettant une gestion exemplaire des matières résiduelles.

Cette cote signifie en plus d'avoir réalisé des activités d'information et de sensibilisation auprès de ses employés, Philips Lumec a mis en place différentes mesures de réduction à la source, de réemploi ainsi que des mesures de recyclage et de valorisation. Prouvant qu'un minimum de 80 % des matériaux de fabrication résiduels est recyclé et qu'un minimum de 80 % des matériaux utilisés dans la production peut être recyclé, l'entreprise a une fois de plus réitéré son engagement envers l'environnement par ses actions. Des actions qui tiennent compte de toutes les procédures internes, procédés de fabrication et méthodes de transport, de la façon dont nous communiquons à l'interne jusqu'à nos sources d'approvisionnement en matériaux.

L'entreprise génère 337 255 kg de quantités de résidus annuellement – fibres, plastiques, métaux, etc. - dont 92.4 % de ces derniers peuvent être valorisables. Par exemple, « lors de la production, toutes les coupes de métaux sont effectuées de façon à minimiser le gaspillage et les pertes de matières. Plusieurs contenants dispersés aux différents postes de travail permettent l'accumulation de retailles. Ces retailles peuvent donc éventuellement être réutilisées pour la production de luminaires, de consoles, de fûts ou pour toute autre utilisation telle que la fabrication de gabarits », a déclaré Jonathan Hardy, Gestionnaire de projet nouveaux produits et Président du Comité Vert.

Parmi 84 nouveaux établissements certifiés « Performance », Philips Lumec est le pionnier de l'industrie de l'éclairage au Québec en étant le seul à être reconnu par Recyc-Québec à ce niveau.

Sans contredit, Philips Lumec poursuivra sur sa lancée puisque maintenant la direction ainsi que les employés s'engagent à réduire de 20 % leurs gaz à effet de serre d'ici la fin de 2012.

Chef de file nord-américain dans l'industrie de produits d'éclairage extérieur, Lumec, une propriété du groupe Philips, développe et fabrique des luminaires « déco-fonctionnels » d'éclairage extérieur pour des applications commerciales, industrielles et municipales, répondant à tous les besoins des cités et villes en matière d'éclairage de rues, parcs, sites historiques, centres commerciaux, complexes résidentiels, aménagements paysagers, mails piétonniers, quais et autres. www.lumec.com

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Daily Deal Site Expands to Green Market and Asks Its Customers to Follow Suit

Beloved boutique increases its resources, decreases reliance on earth's resources.

Chicago, IL (PRWEB) July 9, 2009 -- [Today's Goodie](#), a leading online discount boutique, launches its next generation of products - Today's Green Goodie.

Why this target segment? A few months back, the site's owners Shane Shaps (Louisville, KY) and Jacki Caplan (Chicago) were discussing ideas about how to continue to reduce, reuse, recycle in their own homes when they decided they wanted to take that notion one step further: Ask their customers to do the same. The best way to accomplish this, the pair reasons, is to post "Green Goodies" at a discount on their website, encouraging users to lessen their own footprints on the earth each day.

That's exactly what they're doing with the launch of Today's Green Goodie, which is live as of today, July 09, 2009. Green products target the company's existing audience of mommies and foodies, but Shaps and Caplan say they're expanding quickly to other markets as well. Visitors can find all products on the site's "Find a Goodie" page - items such as BPA-free baby bottles, Organic Bake 'mmm Bagels, Sen Cha Green Tea Bars and Mints, recycled glass wine carafes, and the requisite status symbol green goodie - the Green is Good Tote by Hayden Harnett.

However, environment-conscious shoppers will also find green goods they've yet to discover - at a discount. Inline with Today's Goodie start-up premise, the company seeks to uncover, promote and advance small product-makers who are just launching and who offer truly unique finds. For example, Today's Goodie has been featuring Bacon Salt (a vegetarian and Kosher seasoning) since long before it hit Oprah's airwaves and became a household name this spring.

"We've always been about helping other people like us - two enthusiastic, resourceful moms - succeed in the competitive marketplace. This doesn't mean we don't partner with larger product manufacturers, because we do, but one of the key benefits we offer both our suppliers and our customers is the chance for exposure to markets and products they may not get otherwise," Shaps says. "For example, I was in New York recently and found a local craftsman who made spectacular artwork using cardboard boxes. Someone in Portland might not be able to buy his work without a company like ours offering it."

Today's Goodie is not a large clearinghouse of random warehoused goods. Shaps hand-selects each item on their website, and both she and Caplan personally use many of them in their daily lives. Only caveat? They do not accept free merchandise - from anyone. Separating them from less-scrupulous outfits that promote or review products in exchange for getting them free, Shaps and Caplan have a policy about this: If they expect their customers to buy it, they should want to buy it as well. And they do.

"Our customers know they can trust us. If they have a question or a problem of any sort, Jacki or I address it.



When you work with us in any capacity, you always get the owners. I think that makes us unique in a world of anonymous web-based shopping. We offer that corner-store experience. You know we're there for you - it's not a faceless transaction. In fact, our faces and stories - as well as those of our families - are all over our site, [such as on our blog](#). We want our customers and partners to get to know us personally, because that's the way we operate. When you combine boutique service with discount prices and the convenience of online shopping, we think it's the best of all worlds."

Shaps says there will be quite a bit of overlap for its green products from the foodies and mommies sides of the site, as several of the items Today's Goodie already features are considered green. "We don't know everything there is to know about environmentalism, but we're taking steps toward being more responsible with natural resources. As a society, we're all learning together each day. If a new mom can buy a bamboo blanket that is good for baby and good for the earth, we're doing our part. We're saying to our customers 'We're on board and we want to make it easier for you to be on board, too.'"

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**Contact Information****Shane Shaps or Jacki Caplan**

Today's Goodie

<http://www.todaysgoodie.com>

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



IBWA Congressional Testimony Highlights Stringent Regulation of Bottled Water by FDA

The International Bottled Water Association (IBWA) today presented testimony to the Subcommittee on Oversight and Investigations of the Energy and Commerce Committee of U.S. House of Representatives, on the regulation of bottled water. Addressing these issues, IBWA President and CEO Joe Doss stated: “Bottled water is comprehensively and stringently regulated in the United States at both the federal and state levels, which helps ensure its safety and quality. At the federal level, bottled water is regulated as a packaged food product by the FDA under the Federal Food, Drug, and Cosmetic Act. It must meet FDA’s general food regulations as well as standards of identity, standards of quality, good manufacturing practices and labeling requirements specifically promulgated for bottled water.”

Washington, DC (Vocus) July 8, 2009 -- The [International Bottled Water Association](#) (IBWA) today presented testimony to the Subcommittee on Oversight and Investigations of the Energy and Commerce Committee of U.S. House of Representatives, on the regulation of bottled water.

Addressing these issues, IBWA President and CEO Joe Doss stated: “Bottled water is comprehensively and stringently regulated in the United States at both the federal and state levels, which helps ensure its safety and quality. At the federal level, bottled water is regulated as a packaged food product by the FDA under the Federal Food, Drug, and Cosmetic Act. It must meet FDA’s general food regulations as well as standards of identity, standards of quality, good manufacturing practices and labeling requirements specifically promulgated for bottled water.”

Mr. Doss noted: “As with other packaged foods and beverages, bottled water must meet FDA’s general food regulations, which include extensive labeling requirements for ingredients; the name and place of business of the manufacturer, packer or distributor; the product’s net weight; and, if required, nutrition labeling. In addition, FDA has promulgated separate standards of identity (including labeling requirements that identify the type of bottled water), standards of quality, and good manufacturing practices specifically for bottled water.”

To ensure across-the-board bottled water safety, in 1995 the FDA established standard of identity regulations for bottled water, determining uniform definitions for the following bottled water classifications: bottled, drinking, artesian, groundwater, distilled, deionized, reverse osmosis, mineral, purified, sparkling, spring, sterile and well water.

IBWA’s testimony points out: “A bottled water product must meet the appropriate Standard of Identity and bear the required name on its label or it may be deemed misbranded under the Federal Food, Drug and Cosmetic Act. If a bottled water product’s source is a municipal water system and it does not meet the FDA Standard of Identity for purified or sterile water, it must indicate the public water system source on the label.”

Consumers Right to Know

“IBWA supports a consumer’s right to clear, accurate and comprehensive information about the bottled water products they purchase, said Joe Doss. “All packaged foods and beverages, including bottled water, are subject to extensive FDA labeling requirements that provide consumers with a great deal of product quality information. In addition, virtually all bottled water products include a phone number on the label that consumers can use to contact the company. In fact, IBWA has petitioned FDA to require all bottled water labels to include a phone number. IBWA believes that the most feasible way for consumers to obtain information not already on the label is through a request to the bottler. In addition, consumers can go to the IBWA website to obtain contact information or water quality information for all IBWA member brands.”

To help ensure that consumers have access to useful and meaningful bottled water product information, the IBWA Code of Practice requires all members to comply with the following:

- All proprietary brand products must include a telephone number on their labels so consumers can easily contact the company and request product information.
- IBWA maintains an online member database, which also contains a specific link to a member company’s water quality information and/or contact information that may be used to secure a company’s water quality report.

A visit to IBWA’s website: www.bottledwater.org will provide consumers with Water Quality Information for every IBWA member, with a web link to the company or with posted data provided by the company.

Bottled Water’s Role in Disaster Response

Bottled water plays a vital role in disaster response. Clean, safe water is a critical need for citizens and first responders immediately following a natural disaster or other catastrophic event. Unfortunately, the availability of water from public water systems is often compromised in the aftermath of such an event. During these times, bottled water is the best option to deliver clean safe drinking water quickly into affected areas.

The bottled water industry has always been at the forefront of relief efforts during natural disasters and other catastrophic events. Throughout the years, bottled water companies have immediately responded to the need for clean water after natural disasters, such as Hurricanes Andrew, Charlie, and Katrina, or the terrorist attacks on the Pentagon and World Trade Center. More recently, our member companies provided bottled water to those in need in the aftermath of the spring flooding in the Midwest and to the victims of Hurricanes Gustav and Hanna. The bottled water industry looks to IBWA to help coordinate activities with state and federal government agencies and organizations, such as the American Red Cross and Salvation Army. Working together, we determine the quickest and most effective way to deliver safe bottled water into affected areas to augment other relief efforts. Realistically, it takes vibrant, commercial bottled water industry to produce the much-needed bottled water that is made available for disaster assistance.

Overview of the Bottled Water Industry

According to the Beverage Marketing Corporation, in 2007, the total volume of bottled water consumed in the United States surpassed 8.8 billion gallons, a 6.9% advance over the 2006 volume level. That translates into an



average of 29.3 gallons per person, which means U.S. residents now drink more bottled water annually than any other beverage except carbonated soft drinks. Sales revenues for the United States bottled water market in 2008 were approximately \$11.2 billion (in wholesale dollars), a 3.2% decrease over the previous year.

“Yet, even at these levels, bottled water accounts for less than 0.02% percent of all groundwater withdrawals annually,” Mr. Doss stated.

“The U.S. bottled water market is truly a consumer driven market, in which consumers are making healthier choices in the beverage category,” Mr. Doss said. “The strength of consumer self-generated demand is illustrated by the relatively modest amount spent on advertising. The 2006 bottled water advertising expenses totaled only \$52 million. For comparison purposes, \$637 million was spent on advertising for carbonated soft drinks (nearly 15 times that for bottled water) and advertising expenses for beer totaled \$1 billion (approximately 20 times that for bottled water.)”

IBWA membership statistics indicate that bottled water companies in the United States are primarily family owned and operated small businesses. Over 60% of the IBWA membership has sales less than \$1 million and 90% have sales less than \$10 million. Almost all bottled water brands are sold on a local or regional basis with the exception of imports and purified waters.

A copy of Mr. Doss’ written testimony is also available on the IBWA website <http://tinyurl.com/nves9o>

The International Bottled Water Association (IBWA) is the authoritative source of information about all types of bottled waters. Founded in 1958, IBWA’s membership includes U.S. and international bottlers, distributors and suppliers. IBWA is committed to working with the U.S. Food and Drug Administration (FDA), which regulates bottled water as a packaged food product, and state governments to set stringent standards for safe, high quality bottled water products. In addition to FDA and state regulations, the Association requires member bottlers to adhere to the IBWA Bottled Water Code of Practice, which mandates additional standards and practices that in some cases are more stringent than federal and state regulations.

For Information and Interviews

Contact Tom Lauria at 703-647-4609 or [tlauria \(at\) bottledwater.org](mailto:tlauria@bottledwater.org)

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



LeadConfirm Professional, the First Oral Based Lead Test, Makes Getting the Lead Out Easier - Now Available at Amazon.com

"Aimed for the professional market, LeadConfirm Professional is less invasive than blood tests at detecting lead levels in the body." Until now, determining a person's lead exposure has been an invasive procedure involving painful blood tests. However, that has changed thanks to LeadConfirm Professional, a new saliva-based test that screens for lead exposure in the body using oral fluids. Developed by Confirm BioSciences, a San Diego-based biotech company, this test does not require any needle sticks or blood from the body. Just a few simple swabs of the inside cheek is all that is needed to determine how much lead a person has been exposed to.

San Diego, CA (Vocus) July 8, 2009 -- Until now, determining a person's lead exposure has been an invasive procedure involving painful blood tests.

However, that has changed thanks to LeadConfirm Professional, a new [saliva-based lead test](#) that screens for lead exposure in the body using oral fluids.

Developed by Confirm BioSciences, a San Diego-based biotech company, this test does not require any needle sticks or blood from the body. Just a few simple swabs of the inside cheek is all that is needed to determine how much lead a person has been exposed to.

LeadConfirm Professional comes at just the right time. According to the Occupational Safety and Health Administration, more than 1 million workers in more than 100 different occupations are exposed to lead every day, making lead overexposure one of the most common overexposures found in industry, and one of the leading causes of workplace illness.

Even worse: OSHA also notes that lead is also a major potential public health risk; one that may be present in hazardous concentrations in food, water, and air and sources include paint, urban dust, and folk remedies.

[Lead poisoning](#) is the leading environmentally induced illness in children and nearly 1 million children five years and younger have lead levels equal or greater to the levels experts consider "dangerous."

The effects of lead poison on children include speech delay, hyperactivity, attention deficit disorder, behavioral disorders, learning disabilities, stunted growth, neurological and renal damage, mental retardation, anemia, and hearing loss

"There is tremendous need for this product, as lead poisoning is a major issue in our society," said Zeynep Ilgaz, President and Founder of Confirm BioSciences and a mother of two small children. "We are seeing an increase in consumers wanting to better manage their own health care and Confirm BioSciences is responding to that growing market by developing new platform technologies that help to improve the health and wellness of children and individuals," she continued.

Unlike existing tests which use invasive blood tests, LeadConfirm Professional screens for lead exposure in the body using saliva, a vital bodily fluid that carries molecules, many bio markers of disease, evidence of drug use and many other indicators (known and unknown) of what is happening inside the human body.

In addition, existing tests are usually only performed after a healthcare professional suspects [lead exposure](#) – and often that is too late for anything to be done. However, the non-invasive nature of LeadConfirm Professional makes it easier to check for lead exposure – and, if needed, prescribe treatment – sooner than ever.

Confirm BioSciences, LeadConfirm Professional’s parent company, researched its patented methodology and process at its partner lab, Western Slope Laboratory in Troy, Michigan.

Researchers analyzed the saliva of 100 children living in North Carolina at the same time as those children’s blood was by that state’s Department of Health. Studies determined a 1.00 (100%) correlation between lead levels found in the saliva tests vs. blood tests making lead test as accurate as a blood test.

By comparing the results of the two [lead test](#) studies it became apparent that analyzing saliva is an effective means to establish body lead – especially if this test is viewed as a “screening method” with the recommendation of a physician involved in the event results exceed a certain level.

LeadConfirm Professional comes with a FDA approved collection device that should be administered by a doctor or healthcare professional. Once the saliva is collected, the vials are sent to the lab with a pre-paid envelope provided in the kit and the results can be accessed online or by phone within 5-6 business days after the lab receives the kit.

The tests are analyzed CLIA by state-of-the-art Liquid Chromatography (HPLC) with Mass Spectrometry X2 (LC/MS/MS) technology to determine the amount of lead present in the body. Positive results should be followed up with a physician for further analysis and treatment.

Confirm BioSciences has successfully developed and manufactured numerous screening tests including HairConfirm, the first at home hair follicle drug test in the market, and SteroidConfirm the first steroid test kit on the market.

In addition, Confirm BioSciences distributes products in over 50 countries throughout the world under brand-name or private-label arrangements.

LeadConfirm Professional is available at www.amazon.com. The Product retails for \$79.99 (includes lab fee and prepaid envelope to the lab).

About Confirm BioSciences

Confirm BioSciences is a provider of diagnostic drugs of abuse and health test kits. The company is privately held and based in San Diego. For more information, visit www.confirmbiosciences.com. [
www.confirmbiosciences.com



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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Parents Testing Teens for Drugs, with Hair!- Now at Local Pharmacy

New Home Hair Drug Test to Detect for Drugs & Usage Frequency 'HairConfirm' Is First Test of Its Kind to Report Low/Medium/High Usage NOW AVAILABLE THROUGH ASSOCIATED PHARMACIES Inc.

San Diego, CA (Vocus) – Confirm Biosciences Inc today announced, that its HairConfirm [hair drug test kit](#) is now available at over 1000 independent pharmacies across the US through Associated Pharmacies inc, a buying cooperative that provides independent pharmacy owners with OTC products. The hairconfirm product can detect drug use as well as usage frequency for up to 90 days, equipping parents with a valuable new tool for combating substance abuse. The kit is now available to over 1000 independent pharmacies nationwide through Associated Pharmacies Inc.

Developed by Biotech Company Confirm BioSciences, the test overcomes the limitations of two- or three-day saliva or urine screenings that enable users to escape detection by avoiding drug use for a short period. It is also the first home hair test to report the amount of each chemical detected as well as whether the results indicate low, medium or high usage.

“I can tell you first hand how easy it is for families to dismiss the visible signs of [drug abuse](#) in a loved one,” said Leigh Lehmann, a HairConfirm customer who purchased the kit for a family member. “But numbers don’t lie, and the detailed information provided by this product will help bring people together to deal with it. I wish I had done this years ago!”

HairConfirm is the first of its kind, and tests for 7 different types of illegal drugs including Marijuana, Cocaine, Ecstasy and Heroin. The product measures the molecules embedded inside the hair shaft, eliminating external contamination as a source of a positive result. Since hair growth is fed by the bloodstream, the ingestion of drugs of abuse is revealed by analyzing a lock of hair. HairConfirm test results cannot be altered with shampoos, bleaches or other external chemicals.

The advantages of HairConfirm over urine-based, at-home drug testing kits include:

- Longer window of detection – months instead of 48-72 hours.
- Cost-effective and time-saving – one hair test vs. 18 urine samples for three-month profile.
- 5-10 times more sensitive test than urinalysis.
- Easier to collect, store and transport.
- More dignified method to use.
- A full drug history report. Data can differentiate between recreational user and addictive user.

Two-thirds of parents would ask their teenage son or daughter to take a home drug test as a means of keeping them away from drugs, according to a 2006 survey of 2,064 parents around the country by Washington, D.C.-based opinion research and polling organization RT Strategies



“HairConfirm is designed to help parents take a proactive role in preventing their children’s illegal drug use,” said Zeynep Ilgaz, CEO of Confirm BioSciences. “Talking with your child about drugs and taking preventive measures like hair drug testing can be a significant factor in preventing substance abuse.”

Teens Today research from SADD (Students Against Destructive Decisions) and Liberty Mutual Group has suggested that parents are the number one deterrent to a teen's decision to use drugs. Studies by that group have shown that the average age of first drug use is 13; more than one-third of teens have used drugs, including almost one in six middle school students and 30% of their high school counterparts reporting marijuana use; and 13% of high school students report using drugs such as cocaine, crack or ecstasy.

[Hair follicle drug testing](#) is a highly trusted method of drug detection that is regularly used by employers and law enforcement agencies because of its accuracy, long window of detection, and resistance to tampering. In two independent studies, hair drug testing uncovered five to ten times more drug users than urinalysis. Urinalysis also carries the risk of substitution of a sample, dilution and addition of a foreign substance designed to skew the results.

HairConfirm is now available to over 1000 independent pharmacies nationwide through Associated Pharmacies, Inc nationwide. The kit sells for \$64.99 including a collection kit, prepaid return envelope, lab fee, report and free counseling hotline.

To find a pharmacy near you call Associated Pharmacies Inc at 1 800 243 8521 or visit <http://www.apirx.com>

About Associated Pharmacies, Inc. (API):

Founded in 1987, Associated Pharmacies, Incorporated(API), is a member-owned buying cooperative that provides independent pharmacy owners an opportunity to buy like a chain. API members take advantage of savings on brand, generic, and OTC products at discounted, volume prices. As a unified voice in an ever-changing environment, API designs and implements programs to give its pharmacies the tools needed to run a successful business.

About Confirm BioSciences

Confirm BioSciences is a provider of diagnostic health and test kits for drug testing, laboratory urinalysis and other services. The company is privately held and based in San Diego. For more information, visit www.confirmbiosciences.com.

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Jerry Stoller Honored with Good Nabor Alumni Award

Presented for the 30th time, the 2009 recipient of the Good Nabor Award is Jerry Stoller of Houston, Texas, founder and president of StollerUSA.

Houston, Texas (PRWEB) July 13, 2009 -- The Nabor House Fraternity honors Jerry Stoller of Houston, Texas with the 2009 Good Nabor Alumni Award.

Jerry Stoller was selected as the 30th recipient of this prestigious recognition presented to an alumnus who exemplifies the goals and objectives of the Fraternity. The award presentation was held June 26 during the Nabor House Annual Meeting on the University of Illinois, Urbana, Illinois campus.

The Nabor House Fraternity Board of Directors established the Good Nabor Alumni Award in 1980. Selection criteria is based on professional achievements, leadership and accomplishments in community and civic activities, and holding fast to the ideals of Christian brotherhood and cooperation. Nabor House carries the message and the challenge for Nabors to unite in fellowship while rising and strengthen ideals and objectives in order to be of greater service in agricultural education, cooperation, and recreation.

[Stoller](#) earned a Bachelor of Science degree in agricultural science from the University of Illinois in 1959. Then in 1960 he completed a Master of Science degree in soil science from Cornell University.

"It is a humbling honor to stand among other elite recipients of the Good Nabor Alumni Award," comments Jerry Stoller. "My education has shaped where I am today, and I take pride in the university research that goes into [Stoller products](#) as farmers want to work with proven products while minimizing risks."

In the early 1990s, Stoller began researching the genetic expression of plants. The revolutionary approach produced from this research takes much of the guesswork out of maintaining healthy crops through the management of plant hormone levels and nutrients throughout the plant growth cycle, maintaining optimum hormone balance. Through this process, maximum genetic expression is achieved, resulting in healthier plants better able to withstand the effects of stress under various conditions.

Stoller founded [StollerUSA](#) in Houston, Texas, as the president and chief executive officer in 1970. Frequently traveling to the 40 countries where StollerUSA has a presence, Stoller is routinely commissioned for both public and private projects around the world, working with virtually all [crops](#), from coffee to corn.

StollerUSA is dedicated to helping producers enhance yields by maximizing genetic expression. The result is in enhanced marketable yield; improved return-on-investment resistance to insects, nematodes and disease. Stoller products are proven to ensure optimum plant growth by maintaining appropriate hormone balance in combination with supporting nutrients, resulting in healthier, more productive crops that are better able to withstand stress and achieve their full genetic potential.



In agribusiness for more than 40 years, StollerUSA markets a full line of products to help farmers increase crop yield and quality. StollerUSA, headquartered in Houston, is actively engaged in basic and practical research to enhance crop productivity in more than 50 countries. For more information on StollerUSA, visit www.StollerUSA.com. If you are a farmer in California, visit www.StollerCalifornia.com to see the products available in your area.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Duracell Protects With New "Trusted Everywhere" Campaign

New Commercials Feature the Heroic Efforts of Two Local Organizations

Bethel, CT (PRWEB) July 9, 2009 -- [Duracell](#) unveiled the latest broadcast commercials this month in its highly successful "Trusted Everywhere" advertising campaign. The 30-second and 15-second television spots depict the life-saving work of Air Life Denver, an emergency rescue transport service that uses a variety of vehicles including helicopters as well as high-tech personal devices to rescue families affected by severe weather. This year's campaign will also feature a 60-second radio spot that highlights the efforts of the WX4NHC, an amateur radio station located at the National Hurricane Center. WX4NHC is operated by a group of volunteer amateur radio operators who communicate critical severe weather information to first responders in remote storm locations across South Florida.

The new spots in the "Trusted Everywhere" campaign, now in its eighth successful year, are designed to reinforce the power of Duracell batteries by demonstrating the critical use of electronic devices in weather-related emergencies. The latest TV spot, which is entitled "Tornado," depicts a real event in which the rescue was performed by Air Life Denver. The spot opens with Air Life Denver members equipped with battery-powered, night-vision goggles for a rescue operation after a tornado hits in the thick of the night. As the Air Life Denver crew flies above the tornado aftermath, they successfully locate victims next to their destructed home. The dramatic images bring to life the real situations that these rescuers face, and the importance of the battery-operated devices used to help navigate through the night to find people in need and bring them to safety.

The radio spot entitled "Hurricane" highlights the efforts of an all-volunteer army of ham radio operators for WX4NHC, physically located at the National Hurricane Center campus in Miami. The spot narrates the important role that these unique volunteers play during severe weather conditions - enabling communications with emergency medical teams, police and fire departments when the power goes out. The narration underscores the importance of a reliable battery to power the portable ham radios, which are crucial to the organization's work.

"With these new spots, we are helping to showcase the important contributions made by Air Life Denver crews and the Miami ham radio operators," said Bob Jacobs, Duracell marketing director, North America. "These heroic teams are working to save the lives of others. When storms strike, the radio operators are donating their time to make sure communications stay intact, and the helicopter teams are on the front lines, facing intense pressures and dangerous conditions to rescue those in need. We're proud that our batteries can help power these life-saving efforts."

The "Tornado" TV spot featuring Air Life Denver debuts in July and will air on network and cable programs nationwide. The "Hurricane" radio spots will debut in August and will air on local AM/FM stations nationwide.

About Duracell

Part of the Procter & Gamble Company [NYSE:PG, Duracell has been powering the needs of people around the world for more than 40 years. Our products serve as the heart of devices that keep people connected, protect their families, entertain them and simplify their increasingly mobile lifestyles. As the world's leading manufacturer of high-performance alkaline batteries, Duracell also innovates in disposable, renewable and peripheral technologies



and markets general purpose flashlights along with the advanced Daylite® LED flashlights. Visit www.duracell.com for more information.

About Procter & Gamble [NYSE:PG]

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of 138,000 employees working in over 80 countries worldwide. Please visit www.pg.com for the latest news and in-depth information about P&G and its brands.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Rich's Home Promotes \$1,500 Tax Credit on Wood Stoves, Pellet Stoves and Fireplaces

Rich's Home customers who purchase an energy-efficient wood or pellet stove, fireplace, or fireplace insert can claim a tax credit of up to \$1,500 on their 2009 or 2010 federal income taxes.

Seattle, WA (PRWEB) July 9, 2009 -- Rich's Home customers who purchase an energy-efficient wood or pellet stove, fireplace, or fireplace insert can claim a tax credit of up to \$1500 on their 2009 or 2010 federal income taxes.

The tax credit, part of the US government's Recovery Act, applies to 75 percent-efficient biomass burning stoves and can be used for the purchase and installation of the stove, venting, and hearthpads.

"This new tax credit is a great way for consumers to save up to 30 percent on a wood stove or pellet stove purchase," says Jon Chapman, marketing manager for Lynnwood-based [Rich's for the Home](#), the largest US retailer of wood stoves.

A homeowner who spends \$3,000 on a stove, for instance, can claim a 30 percent tax credit - or \$900 - on his or her federal income tax return, Chapman explains. The credit either increases the tax refund or decreases the tax bill, dollar-for-dollar.

The tax credit is good on all [stove and fireplace brands](#) Rich's for the Home carries, including Lopi, Hearthstone, Avalon, Morso, and Harman. People who purchase stoves will receive certification that the product qualifies for the tax credit.

"This tax credit is an outstanding achievement for the biomass stove industry," says Chapman. "We're cautiously optimistic that it will increase demand for the products."

Tax credit details:

- The credit applies only to existing principle residences.
- Taxpayers must retain the certificate of qualification for tax record keeping purposes, but the certification is not required to be attached to the tax return.
- Prior purchases made between January 1, 2009 and June 1, 2009 are covered if the manufacturer offers a certificate of qualification for the product.

The benefits of heating with biomass:

- Reduced heating costs - Wood and pellet prices fluctuate less than propane, oil, and natural gas.
- Green heating - Wood and pellet fuel is a carbon-neutral, renewable resource. Today's stoves produce more heat with less wood and are clean-burning, with less ash and minimal outside air emissions. They eliminate 75 percent of the carbon emissions associated with fossil fuel burning.

For complete details about the tax credit:

- IRS Notice 2009-53, Non-business Energy Property - <http://www.irs.gov/pub/irs-drop/n-09-53.pdf>



•Hearth, Patio & Barbeque Association (HPBA) - <http://www.hpba.org/government-affairs/issues-legislation/>
About Rich's for the Home:

Celebrating its 30th anniversary in 2009, Rich's for the Home is the largest retailer of wood stoves, hot tubs, and outdoor furniture in the United States. The family-owned business has five Puget Sound superstores: Lynnwood, Bellevue, Southcenter, Tacoma, and Silverdale or online at www.richshome.com

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Rich's for the home

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SGIO Finds Worms and Compost at Home in Eco-Friendly Western Australia

Many Perth households are adopting greener lifestyles, although many barriers remain to developing greener homes according to new research from SGIO.

Perth, Western Australia (PRWEB) July 9, 2009 -- Many Perth households are adopting greener lifestyles, although many barriers remain to developing greener homes according to new research from [home insurance](#) provider SGIO.

SGIO spokesperson Rob Cory said a lack of funds and physical space were the key impediments to adopting more eco-friendly lifestyles for many WA households.

"Two thirds of households cite affordability as the main impediment to installing a solar hot water system, although it's encouraging to see that the majority of households have installed relatively inexpensive energy saving light bulbs in the past year," he said.

"One in three (35 per cent) households also told us that a lack of space is preventing them from installing water saving devices such as a rainwater tank on their property."

Nearly half of the 800 households (42 per cent) surveyed by [SGIO Home Insurance](#) in the metro area said they now have either an outdoor compost bin or worm farm on their property.

However, worm farms and compost bins clearly aren't for everyone, with 44 per cent of people who don't have one saying they wouldn't consider putting one on their property.

The SGIO survey also revealed that:

- WA's love of green lawns is still alive and well with 45 per cent of people admitting they wouldn't consider switching to a water-wise native garden.
- Women are more eco-minded according with 90 per cent of women expressing concern with the state of the environment compared with 86 per cent of men.
- Over two thirds (67 per cent) of women surveyed also say they are doing more for the environment now than last year, compared with 54 per cent of men.

Mr Cory said SGIO was concerned about climate change and it was encouraging to see many people adopting lifestyles that could help reduce carbon emissions in WA.

"The impacts of weather and climate are at the heart of our business and we know that climate change will lead to more severe weather events in the future," he said.

"More and more of us are aware of the benefits of greener homes, but there's still some way to go before environmental practices become part of everyday life for most of us."



Visit www.sgio.com.au/about-us/environment for information on off-setting our carbon emissions, choosing greener, safer cars and tips for greening up our homes.

Insurance Australia Limited ABN 11 000 016 722 trading as SGIO

For many insurance products a Product Disclosure Statement is available from SGIO which you should consider before making decisions about those products.

Insurance issued by Insurance Australia Limited trading as SGIO 46 Colin St, West Perth, Western Australia 6005 . sgio.com.au

About SGIO

SGIO is a provider of [home contents insurance](#), car insurance and more in Western Australia.

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SGIO

<http://www.sgio.com.au/car-insurance/index.shtml>

61411-011-915

Online Web 2.0 Version

You can read the online version of this press release [here](#).



Daniels Plant Food Establishes Scientific Advisory Board

Expert Body to Lead Scientific and Technological Advances in Plant Nutrition

Cheshire, CT (PRWEB) July 9, 2009 -- Daniels® Plant Food, creator of sustainable and organic plant food products, announced today the institution of an advisory board of scientific luminaries to lead and ensure the scientific rigor, technological development and performance of Daniels® Plant Food products.

Award-winning academics and industry professionals comprise the scientific advisory board charged with setting scientific standards, developing technological advancements and assuring the sustainability and beneficial results of all Daniels® Plant Food products. Advisory board members will also provide technical assistance to horticulture industry professionals who grow plants using Daniels® products.

Peter Sandore, Chief Executive Officer of DP Foods, LLC and executive member of the Daniels® Plant Food Board of Directors, announced the formation of the scientific advisory board. "To better serve and provide technical expertise to our customers, DP Foods is pleased to announce the creation of a scientific board. I am honored that such esteemed members of the horticultural community have joined our efforts to assure that our technology leads the way in scientific performance," said Mr. Sandore. DP Foods, LLC manufactures Daniels® Plant Food products.

The scientific board will be chaired by Ralph Daniels, founder and Chief Technology Officer of Daniels® Plant Food. Mr. Daniels will focus on product development and advancing product technology. Ralph Daniels holds 12 U.S. and 8 foreign patents related to sustainable plant nutrition technology and products and, in addition, and 11 registered U.S. trademarks. He has authored numerous scientific and trade articles in his 30 years of industry experience.

Additional members of the Scientific Advisory Board are:

Paul V. Nelson, Ph.D. is Professor Emeritus at North Carolina State University, has contributed over 40 years of research activity in the areas of soils and nutrition of ornamental plants. Among the many illustrious awards he has received, Dr. Nelson was inducted as Fellow of the American Society for Horticulture Science in 2003.

Allan Armitage, Ph.D. is a distinguished professor of horticultural science at the University of Georgia at Athens, and internationally known for his teaching research in new crops for garden and greenhouse. Dr. Armitage has been bestowed a National Educator Award from the American Horticultural Society and The Medal of Honor, the highest award possible from the Garden Club of America.

Ron Adams is an in-demand consultant to the horticultural industry. He served most recently as Director of Technology at the Ball Seed Company, and is a two term past President of the Mulch and Soil Council.

About Daniels® Plant Food

Daniels® Plant Food is an industry leader in sustainable and organic plant food products for the professional grower, landscaper and home gardener. DP Foods, LLC manufactures Daniels® Plant Food products.



Daniels® Plant Food and DP Foods, LLC are committed to scientific and technological advancements in plant nutrition. Ralph Daniels developed an internationally patented process for extracting natural nutrients from seeds for formulation into a remarkably effective, all-purpose liquid concentrate plant food. This revolutionary advancement in plant nutrition technology is the basis for all Daniels® products designed for superior plant growth, enhanced root development and healthier, more beautiful plants.

Daniels® Plant Food products are manufactured by DP Foods, LLC at a state-of-the-art manufacturing facility in Sherman, Texas, with corporate offices located in Cheshire, Connecticut. More information at <http://www.DanielsPlantFood.com>

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You can read the online version of this press release [here](#).

What Do People Really Think About the Green Smoke Electronic Cigarette

Long-time smokers are excited about the Green Smoke electronic cigarette. The tangible feel of the Green Smoke electronic cigarette compared to other nicotine delivery devices is also a dream come true for many.

(PRWEB) July 9, 2009 -- Finally relieving the building frustration of smokers everywhere, The Green Smoke [electronic cigarette](#) is one of the few e-cigarettes to have so many success stories so early after its market debut. With tobacco taxes and legislation making it increasingly difficult for smokers to enjoy a cigarette anywhere, it's not hard to see that something must be done. Enter [Green Smoke](#), a patented [electronic cigarette with two parts](#). A better alternative to traditional cigarettes, smokers get the nicotine they crave without the tar, carbon monoxide, and other carcinogens. Because only a clean, vapor is emitted, it's possible to smoke even where tobacco cigarettes are banned. Restaurants, bars, even the office doesn't have to be off-limits when Green Smoke is your brand of choice.

Founded late in 2008 to offer smokers the experience they craved without the danger, Green Smoke was certain to be a hit right away, but with customers lining up around the block to provide testimonials, the success of this e-cigarette right out of the gate has been a surprise to nearly everyone.

Long-time smoker Tracy from North Carolina wrote Green Smoke to say, "Works as advertised and I feel satisfied without the need to smoke any 'real' cigarettes. For me, this will work and will be the only thing that has worked! Smokes just right, no odors. Feels a bit heavy but this is a good solid feel, not bulky. Easy to use, charging is a breeze. What more can I say? I like it so much I am going to sell them!"

Literally thousands of smokers love the idea of being able to light-up wherever they like because there's no actual flame or smoke involved. Many contact the company every day to sing the praises of this product. After all, not only do they love the fact that it's cheaper than tobacco cigarettes, but most enjoy to be [Green Smoking everywhere](#) after a meal in a restaurant as well as other no smoking zones. The tangible feel of the Green Smoke electronic cigarette compared to other nicotine delivery devices is also a dream come true for many.

One new customer called Green Smoke to discuss his encounter with a now-dedicated customer. From three packs a day to the Green Smoke equivalent of less than a pack per day, the fifty-year old individual had not only reduced his nicotine consumption, back in force. An honest product that provides a real measure of hope for many smokers who may have given up, it has changed the lives of many.

While lots of customers are now enjoying this smoking alternative, many of them are taking it one step further by joining the Green Smoke [electronic cigarette affiliate program](#). Most businesses know that the best form of advertising is word of mouth, Green Smoke recognized this potential and rewards for it. By offering affiliates an attractive package that includes instant approval, a sign-up credit, a unique URL, and a ten to twenty percent commission for the life of any customer, an increasing number of Green Smokers are posed to reap the rewards by referring others to this amazing product.



"Greensmoke is proud to lead this revolution in smoking, and with our affiliates help we can make a difference that will bring a change that will make a difference in people's lives," says Sammy Capuano, CEO of Green Smoke. "We love it when our customers take that extra step to become Greensmoke Sales Reps. It's so easy and it can be a fun way to bring in some additional income."

Green Smoke is readily available online. Providing tobacco smokers a genuine alternative that allows them to smoke anywhere, it's the ideal solution.

For more information about Green Smoke, go online to <http://greensmoke.com>.

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You can read the online version of this press release [here](#).

News Image



Argonne Partners with Turkey's Ministry of Energy and Natural Resources

Partnership Promotes Clean Energy Technologies and Reduces Carbon Emissions

Argonne, Ill. (Vocus) July 9, 2009 -- The U.S. Department of Energy's (DOE) [Argonne National Laboratory](#) will play a key role in a Clean Energy Partnership recently announced between Turkey's Ministry of Energy and Natural Resources (MENR) and the U.S. Trade and Development Agency (USTDA).

"We have enjoyed a longstanding partnership with Argonne National Laboratory and we look forward to working with them again as we address critical issues related to future energy use and developing clean energy technologies," said Budak Dilli, General Director for Energy Affairs at MENR. "Their expertise will be instrumental in helping us understand our future energy supply and demand situation while realizing the environmental and economic implications of our energy policy decisions."

A recent memorandum of agreement (MOA) between Turkey and USTDA outlines a clean energy partnership that will advance key objectives of the Obama Administration by reducing carbon emissions and developing advanced renewable energy technologies.

"Our Clean Energy Partnership with MENR highlights how USTDA's program provides access to U.S. technology and global best practices in meeting overseas development challenges," said USTDA Acting Director Leocadia I. Zak. "We are pleased that the experts at Argonne National Laboratory will play an important role as Turkey prepares to make key decisions about the development of its energy sectors."

The project includes training for Turkish officials in Argonne's energy planning and modeling tools to support long range energy supply and demand projections while improving and diversifying energy use, developing renewable energy and reducing carbon emissions. Argonne has worked with Turkey over the last 18 years on a series of complex energy and power modeling issues funded by the World Bank and the United Nations Development Program.

"Turkey has significant energy potential that has yet to be realized," said Argonne's Guenter Conzelmann. "Our training and models will help the Turkish government make decisions that will address their future energy supply needs, develop sustainable energy strategies, and mitigate potential power shortages while reducing vulnerabilities and promoting economic growth."

Conzelmann heads Argonne's Center for Energy, Environmental and Economic Systems Analysis (CEEESA), which develops models to analyze energy, environmental and economic issues. The models created by CEEESA are used to inform decision makers about large-scale energy deployments and address today's energy and environmental problems.

CEEESA has trained over 1,300 experts from more than 90 countries. CEEESA works with power companies, consulting agencies and governments around the world, including the U.S. Department of Energy (DOE), the U.S.



State Department (USDOS), the U.S. Agency for International Development (USAID), the World Bank, the International Atomic Energy Agency (IAEA), USTDA and various state agencies.

The U.S. Department of Energy's Argonne National Laboratory seeks solutions to pressing national problems in science and technology. The nation's first national laboratory, Argonne conducts leading-edge basic and applied scientific research in virtually every scientific discipline. Argonne researchers work closely with researchers from hundreds of companies, universities, and federal, state and municipal agencies to help them solve their specific problems, advance America's scientific leadership and prepare the nation for a better future. With employees from more than 60 nations, Argonne is managed by [UChicago Argonne, LLC](#) for the [U.S. Department of Energy's Office of Science](#).

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Liquid Floor Systems Announces Membership in USGBC. Provider of floor coating solutions joins U.S. Green Building Council

Liquid Floor Systems, Inc. announces its membership in the U.S. Green Building Council (USGBC), an organization focused on "green" sustainable building practices as a method by which to protect natural resources for future use. A purveyor of liquid floor coating solutions, Liquid Floor Systems provides services that are adopted into the ongoing maintenance of buildings of all kinds. The principals of Liquid Floor Systems consider their USGBC membership to be another step in the service they provide.

Charlotte, NC (PRWEB) -- Liquid Floor Systems, Inc. announces its membership in the U.S. Green Building Council (USGBC), an organization focused on "green" sustainable building practices as a method by which to protect natural resources for future use. A purveyor of liquid floor coating solutions, Liquid Floor Systems provides services that are adopted into the ongoing maintenance of buildings of all kinds. The principals of Liquid Floor Systems consider their USGBC membership to be another step in the service they provide.

"People have become increasingly concerned - as they should - with green practices; of making environmentally responsible decisions towards the conservation of our natural resources," says Liquid Floor Systems president, Preston "Lee" Davis. "We are a part of the building industry in terms of supporting their efficient operation. It only makes sense to us that we should align ourselves with a committed organization such as USGBC; and in so doing demonstrate our environmental commitment to our customers."

Liquid Floor Systems offers a variety of flooring solutions - from [polished concrete](#) to concrete coatings - to help protect and maintain flooring investments. The polish and coating processes provided by Liquid Floor is meant to reduce maintenance costs, cleaning costs, and the need for replacement by minimizing wear and tear. Additionally, these processes increase the light reflectivity up to 300% which - in addition to brightening areas - reduces utility expenses. All of these benefits, notes Davis, are in line with the environmentally sound principles promoted by USGBC.

"Our processes embrace a manner of operation that is about care and preservation rather than replacement," says Davis. "We help our customers to protect, preserve, and reduce costs - all a part of going green."

The team at Liquid Floor Systems provides customized methods for protecting floors - including polishing and coatings such as urethane or [epoxy flooring](#) - to maximize productivity and cost-effectiveness, improve aesthetics, and preserve longevity.

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You can read the online version of this press release [here](#).



LPA Ranks #11 in ENR's Top 100 Green Design Firms

Engineering News-Record recognizes LPA as a leader in [sustainable design](#).

New York, NY (Vocus) July 9, 2009 - Engineering News-Record releases its annual Top list of 100 Green Design Firms. The list is based on design revenue from registered sustainable projects. ENR annual Sourcebooks and Top Lists are the industry standard references for leadership and market trends.

California-based LPA Inc. ranks high at #11.

According to ENR, these "[Top 100 Green Design Firms](#) generated \$2.85 billion in revenue in 2008 from projects registered with such green design programs as the U.S. Green Building Council's Leadership in Energy and Environmental Design, an increase of 63.9% over \$1.74 billion in 2007."

California firms comprise 12 percent of the list. The next highest representation comes from Texas with 11 percent, New York with eight percent and Pennsylvania, also with eight percent; 18 states had no representation on the list.

"To be positioned at #11 honors the amazing projects that our clients have entrusted us with and the people at LPA who demonstrate that real sustainability is about added value not added cost, on a day-to-day basis," explains Dan Heinfeld, FAIA, LEED AP and President of LPA.

About ENR

Engineering News-Record reports news and intelligence on the global construction market. It is the industry standard for news, information and analysis of the global construction marketplace. ENR has been in publication for more than 130 years.

About LPA Inc.

Founded in 1965, LPA has more than 225 employees with offices in Irvine, Roseville, and San Diego, Calif. LPA provides services in architecture, planning, interior design, engineering, landscape architecture, signage and graphics. LPA has more [LEED certified projects](#) than any firm in the state and of their employees, more than 78 percent are LEED accredited professionals. With extensive experience in public and private architecture, LPA designs a diversity of facilities that span from corporate and civic establishments to K-12 schools, colleges and universities.

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News Image





Scottsdale Healthcare Streamlines Contract Labor Process with Broadlane Workforce Management®

New relationship helps improve staffing efficiencies and patient care

Dallas, TX (Vocus) July 9, 2009 -- [Broadlane](#) announced today the signing of an exclusive agreement with Scottsdale Healthcare based in Scottsdale, Arizona. [Scottsdale Healthcare](#) has selected Broadlane Workforce Management® to help manage the \$9 million annual workforce spend at their three acute care hospitals.

Scottsdale Healthcare will utilize Broadlane Workforce Management to streamline and enhance all aspects of the clinical contract workforce process including: agency contracting, agency staff requisition and fulfillment, credential and performance tracking, time tracking and reverse invoicing.

"We required a solution for our temporary workforce needs that offered cost savings, efficiency and an all-inclusive technology platform," said Judie Goe, director, Talent Acquisition and Development, Scottsdale Healthcare. "After examining several options, we chose Broadlane for demonstrated, proven results in contract workforce management and cutting-edge technology."

Broadlane's proprietary Web-based vendor management system - wfx™ Workforce Exchange - will allow Scottsdale Healthcare to efficiently assess the availability and credentials of staff from their contracted agencies to help validate the quality of contract nursing and allied health staff working in Scottsdale Healthcare hospitals.

"We are pleased to welcome Scottsdale Healthcare as a Broadlane Workforce Management client," said Jeff Ondeck, senior vice president, Broadlane Workforce Management. "Our proven workforce management solutions will provide consistency to Scottsdale Healthcare's system-wide contract workforce spend and streamline workforce management to deliver increased efficiencies and savings."

About Scottsdale Healthcare:

Scottsdale Healthcare is the Scottsdale, Arizona-based not-for-profit parent organization of the Scottsdale Healthcare Osborn Medical Center, Scottsdale Healthcare Shea Medical Center and Scottsdale Healthcare Thompson Peak Hospital, Virginia G. Piper Cancer Center, Scottsdale Clinical Research Institute, Scottsdale Healthcare Home Health Services and Scottsdale Healthcare Community Health Services. It is credentialed as an academic teaching hospital system by the Association of American Medical Colleges' Council of Teaching Hospitals.

Through its Scottsdale Clinical Research Institute, Scottsdale Healthcare is a primary clinical research site for the Translational Genomics Research Institute and a clinical site for the Stand Up To Cancer Dream Team pancreatic cancer research project. Scottsdale Healthcare is a recognized leader in bringing research from the laboratory to the patient, supporting clinical trials for cancer, cardiovascular, metabolic and other diseases.

Scottsdale Healthcare Osborn Medical Center

* 337 acute care hospital, Level I Trauma Center, Primary Stroke Center, Chest Pain Center, Family Medicine Residency Program, Military Trauma Training Program, Trauma, Cardiac, Orthopedics, Neurosciences, Renal,



Oncology, Diabetes, and Wound Care programs

Scottsdale Healthcare Shea Medical Center

* 433 bed acute care hospital, 24-hour Emergency Department with children's ER, Chest Pain Center, Cardiac, Oncology, Orthopedics, Bariatrics, Pediatrics and Obstetrics programs, Virginia G. Piper Cancer Center, Scottsdale Clinical Research Institute

Scottsdale Healthcare Thompson Peak Hospital

* 64 bed community hospital, 24-hour general Emergency Department, Chest Pain Center, Orthopedics, General Surgery, Diagnostics and other services

For more information Scottsdale Healthcare visit www.shc.org.

About Broadlane:

[Broadlane](#) is the leading cost management company for healthcare providers. Broadlane's mission is to deliver and sustain exceptional improvements in the financial and operating performance of healthcare providers to afford them greater opportunity to achieve their missions. Its core services include supply chain management and clinical workforce management services.

Broadlane Workforce Management® addresses nurses, allied healthcare practitioners and non-clinical positions. This includes:

- E-commerce workforce exchange linking healthcare providers, clinical staff and agencies, enabling efficient shift management, fulfillment and reconciliation
- Internal shift management including electronic shift auctions
- External agency management services including strategic sourcing and ongoing vendor management
- Regional nurse float pool consulting and management
- International temp-to-perm nurse recruitment
- Locum Tenens services

Broadlane's clients include leading providers such as Advocate Health Care, Ascension Health, Beaumont Hospitals, CHRISTUS Health, Continuum Health Partners, Kaiser Permanente, Kindred Healthcare, MedCath Corporation, New Hanover Regional Medical Center, Sisters of Charity of Leavenworth Health System, Tenet Healthcare, The Health Alliance of Greater Cincinnati, US Oncology and UMass Memorial Health Care.

The company is headquartered in Dallas with offices in Cincinnati, Detroit, Houston, New York City and Oakland. For more information, visit www.broadlane.com.

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You can read the online version of this press release [here](#).

Passive House Movement finally reaches North America

Austrian Passive house design by Marken Projects ready for North America.

Vancouver, BC (PRWEB) July 9, 2009 -- Marken Projects Inc., a sustainable development and green building consulting firm based in Vancouver, BC, has finalized plans to construct the first Passive House in North America seeking LEED® Home Canada Platinum certification and using a European modular wood building system.

This 2,400 square feet, four bedroom single family home, will be consuming up to 90% less energy for heating, cooling and building operation than a standard house. Due to its superior insulation and air tightness, the compact design and by taking advantage of passive systems such as solar gains, this house is able to maintain a comfortable temperature in winter and summer without any active heating and cooling. "Means, this house will keep you cosy in winter without furnace and cool in summer without air conditioner," according to Alexander Maurer director of Marken Projects.

The "Marken Passive LEED® Platinum Home" project is also participating in the LiveSmart BC Super Efficient New Construction program proposing to construct up to three demonstration homes in Ucluelet (Vancouver Island) and up to five in Vernon (Okanagan) within the next two years starting this fall.

While the Passive House idea is not new to Canada with a few houses already built, Marken Projects wants to bring it to a whole new level by introducing Passive technologies and expertise from Austria and Germany new to North America. "We are actually already working on a Passive House prefab collection with different designs and floorplans and are seeking a manufacturing partner here in Canada for this project. This concept is already well established back in Austria", says Alexander Maurer. "The concept is easily adaptable for multi family projects."

Inspired by the Modern Austrian Wood Design School, the open floor plan showcases a compact, sleek but simple rectangular design with 2 by 2 exterior slat larch siding, high ceilings and large south facing triple pane windows and doors commonly seen in European Passive House design.

The extensive list of Green Building features includes a highly energy efficient heat recovery ventilation and geothermal system, a flat roof mounted Solar Photovoltaic (Electricity) and Solar Thermal system (Hot Water), a rainwater harvesting and greywater recycling system, a green herb garden roof, south oriented triple glazed windows and sliding doors and last but not least the use of renewable, low-VOC materials throughout the design, making it a super green home.

Marken Projects Inc. was founded by Austrian-born Alexander Maurer with the goal to bring a fresh and forward thinking approach to managing, developing and designing Green Building Projects in North America.

For more info, please visit www.markenprojects.com.

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You can read the online version of this press release [here](#).



Banana Boat Line Gives New CCL Technology Its Day In The Sun

The Banana Boat line of sun protection products seems to have everything under the sun going for it when it comes to protecting us from harmful Ultra Violet rays, including the skin it's in.

(PRWEB) July 9, 2009 -- According to Cherlyn F. Kelly, the senior purchasing manager for Energizer Personal Care Products, packaging was an important consideration in developing the Banana Boat line, and CCL Container was chosen because the aluminum packager was said to bring so much to the table.

CCL Container, North America's leading manufacturer of recyclable aluminum packaging, worked closely with the Banana Boat design team from the project's inception. As a result, the containers of Banana Boat that now line the shelves of retailers throughout North America and beyond are distinctly different from the package designs of other sun protection products.

For one thing, the Banana Boat aluminum containers have been uniquely shaped by CCL for an easy, non-slip grip. They also feature a unique easy lock, twist and grip delivery system. But according to Charlie Herrmann, vice president of sales and marketing for CCL, it's Banana Boat's dimples that really give this line its shine.

"Banana Boat dispensers have a distinctive row of large dimples that are bumped out of the aluminum just above the container's easy grip taper," Herrmann points out. "We work with other sun screen companies, but no one else has the dimple design that Banana Boat chose in order to distinguish its line in this highly competitive category."

Herrmann went on to say that the decision makers behind the Banana Boat line wanted to give the brand every competitive advantage possible. "They asked us to open up our bag of tricks," says Herrmann, "and that's just what we did. Their design engineers worked with ours to incorporate the CCL technologies that were right for them, including the ability to spray from any angle, which comes in handy for both grownups and little ones when you're trying to keep yourself protected from head to toe."

The Banana Boat line offers protection against the UVB rays of the sun that cause sun burn, and the brand is also formulated to minimize the long-term premature aging effects of the sun's UVA rays. In accordance with Skin Cancer Foundation recommendations, Banana Boat offers a range of high SPF sun protection products, including sunscreen for adults, children and babies, sunless tanning lotions, after-sun moisturizing products, and lip balms. The Banana Boat brand is a registered trademark of Sun Pharmaceuticals Corp., a wholly owned subsidiary of Playtex Products, Inc., whose parent company is Energizer Holdings, Inc.

CCL Container pioneered full body shaping in aluminum packaging, as well as many of the delivery systems and closure systems available today. CCL also offers the option of food-grade internal and external linings to protect product taste and purity. The company's manufacturing facilities are located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico, and all of its facilities are ISO 9002 Registered.

For additional information about CCL Container, visit:
www.cclcontainer.com.



For a downloadable version of this release and photos, please visit www.cclcontainermedia.com/.

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Penetron: Crystalline Concrete Waterproofing Technology Can Extend the Life of Roads and Bridges

At a recent Rose Garden press conference, President Obama underlined the need to use waterproof concrete technology - an innovation that can extend the life of concrete roads, bridges and buildings by 20 to 30 years, beneficial to shovel-ready projects such as those in his economic stimulus plan.

East Setauket, NY (PRWEB) July 9, 2009 -- In his recent Clean Energy press conference, President Obama held praise for new innovations such as "new concrete materials that last longer and are waterproofed from the inside out, and that can mean that bridges and roads and buildings can last 20 or 30 years longer than using conventional concrete." (See White House press release at http://www.whitehouse.gov/the_press_office/Remarks-by-the-President-After-Meeting-With-Energy-CEOs/)

Sound farfetched? "Not in the least" says Mr. Robert Revera, CEO of ICS Penetron International, "our products have been used on countless projects in over 60 countries around the globe since we began offering our unique crystalline waterproofing technology in the 1970s. However, as relevant as this technology is under normal circumstances, it seems even more so today as we invest in our infrastructure through the Stimulus Programs and look for ways to maximize the return on tax payers' money."

Penetron's crystalline concrete waterproofing achieves this in several ways. Concrete is essentially a hard sponge, absorbing water and all the impurities and aggressive chemicals that enter with it. These chemicals attack the reinforcing steel and eventually destroy the concrete from within. Penetron, whether added as an admixture to fresh concrete or applied topically to existing concrete, grows an insoluble crystalline structure inside the natural pores of the concrete preventing water from entering in the first place.

"What's even more exciting about Penetron," says Mr. Revera, "is that in the presence of moisture it will continue to grow these crystals even in hairline cracks and allow the concrete to heal itself."

"Once the concrete has been made waterproofed," adds Mr. Christopher Chen, North American Sales & Marketing Director, "a host of additional problems generally brought on by water is now eliminated. Penetron takes care of problems such as freeze-thaw and scaling damages seen in colder climates and corrosion from deicing salts or seawater."

"The President has certainly done his homework in identifying concrete waterproofing technology as a Green, innovative way of extending the life of concrete structures," adds Mr. Chen. "Architects and engineers love it because it meets their most demanding design constraints while satisfying Green Technology and Clean Energy requirements. Contractors love it because it saves time on the schedule and their time is money. Owners and developers love it because it saves them money, lowers maintenance costs and adds life to their buildings."

"While our customers, engineers, contractors, owners and indeed, our projects stand as testimony to our company and products," continues Mr. Chen, "we hope the President's endorsement of waterproofed concrete technology will strike a chord with those industry professionals who have yet to experience the benefits of Penetron."



ICS Penetron International, Ltd. is an innovator and leading manufacturer of integral crystalline waterproofing and repair products for concrete with a manufacturing and service network that spans more than 60 countries. For more information on Penetron products, please visit our website at www.penetron.com or contact Ann Martucci at 631-941-9700.

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