



The "Going Green With EnviroBro" Radio Show



Host Leonard "EnviroBro" Robinson will be joined on the show Thursday, August 5th at 10:00 am by Heidi Sanborn, the Executive Director of the California Product Stewardship Council. They will discuss Extended Producer Responsibility (EPR). Also get the

inside scoop on the California Resource Recovery Association Conference in Sacramento next week. The show will broadcast **Thursday, August 5th from 10:00 am until 11:00 am (pacific)** on **Sacramento Radio Station KDEE 97.7FM** and stream world-wide on the internet at: www.kdeefm.org (click on listen live). Listeners are invited to join the dialogue by calling toll-free at (877) 631-8599 and emailing inquiries at: info@kdeefm.org The show will be broadcast again on **Saturday, August 7th from 8:00 am to 9:00 am (pacific)**

Heidi has been active in the solid waste industry in California for 20 years working in various public, private, and non-profit positions including as a private consultant to cities and counties on reducing waste and increasing recycling, serving in state government as the technical advisor to the Chair of the California Integrated Waste Management Board (CIWMB), and in her current position as the Executive Director of the California Product Stewardship Council.



The "Going Green With EnviroBro" Radio Show is the only weekly "green" show in the nation on an urban radio station. The host, Leonard Robinson brings over 35 years experience in the environmental field to the show. His weekly guests are the movers; shakers and decision-makers in the Green Economy. The goal of the show is to bring its listeners the Green Economy information that will impact them; their families and their bottom-line.

***For more information contact Crimson Communications at (562) 235-3696 and
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