



Date: August 8, 2010

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MEDIA ADVISORY

CALIFORNIA BUSINESS AND LEGISLATIVE LEADERS TO BE SPOTLIGHTED ON "RECYCLED" RED CARPET DURING 2010 ARROW AWARDS CEREMONY

FOR IMMEDIATE RELEASE – Sacramento, California - California Businesses and Legislators will be spotlighted on the first of its kind, "Recycled" Red Carpet, during the First Annual Arrow Awards Ceremony. The Arrow Awards will take place during the California Resource Recovery Association's (CRRA) 34th Annual Conference, "Cooling the Material World with Zero Waste" from August 8 – 11th. The Inaugural 2010 "Arrow Awards," sponsored by the California Product Stewardship Council (CPSC) along with CRRA's Annual Awards, will take place at the Sacramento Convention Center, Rooms 202 – 203 on Tuesday, August 10th from 4:30 – 6:00pm.

Who: 1st Annual Arrow Awards Ceremony

CRRA Annual Awards Ceremony

CPSC and CRRA's Legislator Recognition

California Businesses: Recognize and Honor their commitment to Product Stewardship

Arrow Awards Selection Panel: Distinguished Representatives from the Public and Private Sectors

State and Local Elected Officials: Recognize their leadership in Product Stewardship

What: California Resource Recovery Association's 34th Annual Conference and Trade Show, "[Cooling the Material World with Zero Waste](#)" and the California Product Stewardship Council's "[1st Annual Arrow Awards](#)"

Why: To recognize and award California businesses who inspire and lead their industries in a necessary cultural shift away from materialism, by integrating zero waste through thoughtful planning and design, incorporating reuse, recycling, composting, and Product Stewardship also known as Extended Producer Responsibility.

When: Date: August 10, 2010

Time: 4:30 – 6:00pm

Where: Sacramento Convention Center

Rooms 202 – 203

Sacramento, CA 95814

Opportunities: Arrow Awards Honorees spotlighted on the first **RED "RECYCLED" CARPET** and escorted by distinguished guests.

California Resource Recovery Association ([CRRA](#)) has been a leader in recycling and resource management for the past three-and-a-half decades. California Product Stewardship Council ([CPSC](#)) established in September 2007 and focuses exclusively on product waste and implementing product stewardship policy. The two organizations became partners to strengthen a multi-pronged approach to promote effective, economically responsible and sustainable management of limited resources.

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