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PRESS RELEASE

SAN FRANCISCO NON-PROFIT, AS YOU SOW, RECEIVES STATEWIDE PRODUCT STEWARDSHIP AWARD

FOR IMMEDIATE RELEASE – San Francisco, California - The As You Sow Foundation was honored with the prestigious [Bow and Arrow Award](#) for Coalition Building by the [California Product Stewardship Council](#) during the [California Resource Recovery Association's](#) (CRRA) 34th Annual Conference in Sacramento.

As You Sow's mission is to promote a safe, just and sustainable world by moving corporations towards environmental and social responsibility through dialog, shareholder advocacy, grant making and innovative legal strategies. As You Sow strategically used shareholder influence to obtain commitments from three of the largest beverage companies in the United States – Coca Cola Company, PepsiCo and Nestle Wasters North America – to recycle a majority of their post-consumer containers over the next six years. The companies' shareholders pressed their companies to commit to greatly increased rates of recycling of bottles and cans, using higher levels of recycled content in new bottles, reducing the use of toxics, reducing energy usage and creating small carbon footprints. For more information, visit www.asyousow.org.



Figure 1L-R: John Allard, City of Roseville Councilmember and Awards Panelist; Conrad MacKerron, Senior Program Director, As You Sow; Andy Behar, CEO, As You Sow; Rob D'Arcy, Board Chair, CPSC

Product stewardship is a strategy to place a shared responsibility for end-of-life product management on the producers, and all entities involved in the product chain, instead of the general public; while encouraging product design changes that minimize a negative impact on human health and the environment at every stage of the product's lifecycle.

“CPSC created the Arrow awards to promote California businesses and organizations that are reducing waste, saving money and creating green jobs through product stewardship,” said CPSC executive director, Heidi Sanborn. “As You Sow’s achievements will have a significant impact on beverage container recycling in the United States.” The inaugural awards program was funded by a grant from the California Department of Resources Recycling and Recovery (CalRecycle) to the Del Norte Solid Waste Management Authority.

Award winners and honorable mention recipients were escorted down the “recycled red carpet” by panelists from the Arrow Awards selection committee. The recycled red carpet, which has been used for other award presentations, was donated by Bentley Prince Street, a California carpet manufacturer.

For a complete list of honorees, please go to <http://www.calpsc.org/awards/winners.html> or www.crra.com

CPSC - The California Product Stewardship Council educates both the public and private sectors about Product Stewardship and closely partners with business, jurisdictions, waste and recycling companies, manufacturers and others to promote and encourage sustainable practices and to recognize those companies who are taking a leadership role in participating in waste reduction. For further information please visit www.calpsc.org



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