



July 21, 2010

Conrad MacKerron, Senior Program Director  
As You Sow  
Corporate Social Responsibility Program  
311 California Street, Suite 510  
San Francisco, CA 94104

**RE: Invitation to Receive Bow and Arrow Award at Ceremony August 10, 2010**

Dear Conrad:

On behalf of the [California Product Stewardship Council \(CPSC\)](http://www.CalPSC.org) in partnership with the [California Resource Recovery Association \(CRRA\)](http://www.CRRA.org), we first congratulate As You Sow as the first winner of the Bow and Arrow Award for Coalition Building to support product stewardship!

As a winner, we invite you to attend the 2010 Awards Reception to be held at **4:30 p.m. on Tuesday, August 10, at the Sacramento Convention Center Rooms 202-203**, during CRRA's 34<sup>th</sup> Annual Conference and Trade Show.

CRRA's annual conference is the premier recycling and resource conservation event in California, bringing together over 500 professionals engaged in reuse, recycling, composting, extended producer responsibility, and recyclable materials market development activities.

CPSC will be honoring As You Sow as only one of four companies and organizations that have shown business and organizational leadership to be good product stewards. Congratulations on this great achievement!

The media will also be invited to cover the "recycled" red carpet (donated by Bentley Prince Street) and will conduct interviews and be present at the awards ceremony.

We certainly hope you can attend the awards presentation ceremony so please RSVP to me at [heidi@calpsc.org](mailto:heidi@calpsc.org) or call (916) 480-9010 no later than July 26, 2010 with the full names and titles of those attending so we can have name badges made for everyone.

I look forward to thanking you in-person,

Heidi Sanborn  
Executive Director