



## **NEW WEBSITE OFFERS COMPREHENSIVE AND LATEST INFORMATION ON PRODUCT STEWARDSHIP EFFORTS**

### ***California Product Stewardship Council's Website Designed to Become Best Source for Extended Producer Responsibility News & Resources***

**Sacramento, California (October 9, 2008)** – The California Product Stewardship Council (CPSC), the only statewide organization dedicated to Extended Producer Responsibility (EPR) otherwise called Product Stewardship, has launched a new website that offers the latest information on the EPR effort. The CPSC website is at [www.calpsc.org](http://www.calpsc.org).

“We welcome consumers, businesses and others, to our new website and hope visitors will be inspired by the incredible work and momentum in the effort to solve the growing waste management problem,” says Heidi Sanborn, Executive Director, CPSC.

Extended Producer Responsibility is a concept whereby product manufacturers are responsible for the life cycle of their products. The “framework” approach goes beyond the product-by-product approach and establishes consistent principles and procedures to achieve producer-financed and managed recycling programs such as is done in Canada, Europe, and other countries.

“With EPR legislation expected to be considered in California in 2009, our site is an excellent way to gather the information you need to be well informed and to take action,” says Sanborn.

The new CPSC website offers thorough information on EPR. A few site highlights include:

- Easy to access comprehensive information on Product Stewardship
- Tools for consumers to get involved and take action
- Detailed information on what specific industries and retailers are doing
- Existing policies and legislation
- Quick and easy donations through PayPal
- Latest news releases and articles
- Contact information for CPSC and other related entities

The CPSC, an organization of local governments and other partners, formed to support development of EPR policy and its implementation. The organization is dedicated to reversing the trend of manufacturers producing more disposable and toxic products and packaging every year and expecting cash-strapped local governments to fund end-of-life management.

The effort towards Product Stewardship has gained significant momentum in recent months. The CPSC website will serve as a definitive resource for information and action on the sustainable production goals and effort in California and beyond.

For more information about CPSC, call Bonnie Low at 530-351-3964, or go to [www.calpsc.org](http://www.calpsc.org).

**About the California Product Stewardship Council:**

The California Product Stewardship Council is a not-for-profit, non government agency dedicated to shifting California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility. CPSC has 53 participating local governments in California including San Bernardino County, Sacramento County, Mariposa County and Cities of San Francisco, Fresno and Chula Vista and the association of the Regional Council of Rural Counties. CPSC is working for product stewardship to reduce public costs and drive improvements in product design that promote environmental sustainability. For more information, go to [www.calpsc.org](http://www.calpsc.org).

###