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**NOMINATIONS OPEN FOR THE FIRST ANNUAL ARROW AWARDS
RECOGNIZING CALIFORNIA BUSINESS AND INDUSTRY LEADERS FOR PRODUCT STEWARDSHIP**

FOR IMMEDIATE RELEASE

Sacramento, California – April 29, 2010, The California Product Stewardship Council today announced nominations are being sought for the inaugural **Arrow Awards**, recognizing business and industry leaders for outstanding leadership, innovation and partnerships in product stewardship and green design. Any business entity, division or facility located in California is eligible to apply. Third party stewardship organizations and non-profits are also eligible.

“This is our opportunity to recognize the accomplishments of California businesses with innovative product stewardship programs, outstanding partnerships that make product stewardship possible, and to inspire others to integrate the principles of product stewardship into their businesses” said Heidi Sanborn, Executive Director of the California Production Stewardship Council. The awards categories are:

- **Grand Prize, Golden Arrow Award for Overall Excellence in Product Stewardship**
- **Green Arrow Award for System and Design Innovations**
- **Bow and Arrow Award for Coalition Building**
- **Infinity Arrow Award for Service and Take-Back**

Nominations are now open and will close on June 15, 2010. Applications are available at: **California Stewardship Arrow Awards** or www.Calpsc.org/awards. Honorees will be selected by a distinguished panel of business, industry and elected officials. The Awards Presentations will take place at the California Resource Recovery Association’s Annual Conference on August 10, 2010 at the Sheraton Grand Hotel, Sacramento. More than six-hundred local and state government representatives, state legislators and industry representatives are expected to attend.

“Product Stewardship is a policy approach that places a shared responsibility for end-of-life product management on producers and all entities involved in the product chain, instead of solely being a local government responsibility, the costs of which are passed on to the taxpayers and ratepayers,” said Kevin Hendrick, Del Norte Solid Waste Management Authority (DNSWMA) and CPSC Board Member. DNSWMA received a grant from the California Department of Resources Recycling and Recovery (CalRecycle) to develop this awards program.

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