

NEWS RELEASE

For Immediate Release: April 30th, 2010

Contact: Landis Elliott 623-308-0722/landis@la-kreme.com; Karen Keith 623-330-1083/karen@la-kreme.com

EcoAvenues

Living the Green Life...Southwest Valley Style

Avondale, AZ (April 30, 2010) The inaugural **2010 EcoAvenues** event was held on April 17, 2010 at Estrella Mountain Community College. **Through the support of sponsors, vendors, and volunteers – EcoAvenues was a success!** Approximately 1,100 people attended this event to learn more about the economic and environmental benefits of living a ‘greener’ life.

The EcoAvenues Steering Committee is proud to report that this was truly a ‘green’ event. All electricity at the event was generated by a mobile solar unit provided by our title sponsor, **APS**. Coca-Cola graciously provided several recycling receptacles that allowed much of the event waste to be diverted.

EcoAvenues provided activities for all ages, including a Vendor Expo full of ‘green’ service providers throughout the Valley, educational workshops and a KidsZone that was made possible by the **City of Avondale, Valley Metro, Walmart, Southwest Valley YMCA Teen Action Council** and **Desert Mirage Elementary School**.

Estrella Mountain Community College not only provided a great venue for EcoAvenues but they also administered the E-Waste collection with **Goodwill**. These efforts resulted in the collection of over **2,306** pounds of electronic waste – that’s more than ONE TON – at EcoAvenues where it will either be properly disposed of or reused.

The EcoAvenues Steering Committee was comprised of the cities of Avondale, Goodyear, Litchfield Park, Tolleson, the Town of Buckeye, the Southwest Valley and Buckeye Valley Chambers of Commerce, Estrella Mountain Community College and La Krème Kustom Events. Join us for another successful event in 2011!

APS EcoAvenues was a special event presented by Lockheed Martin, in partnership with the cities of Avondale, Goodyear, Litchfield Park, Tolleson, the Town of Buckeye, the Southwest Valley and Buckeye Valley Chambers of Commerce, and Estrella Mountain Community College; produced by La Krème Kustom Events; sponsored by Waste Management, CantaMia by Joseph Carl Homes, West Valley Magazine, Estrella Mountain Community College, Valley Metro, SRP, Radio Disney, Zap! and Walmart.

Visit www.ecoavenues.com for more information.

