



FOR IMMEDIATE RELEASE

Media Contacts:
Alyson Dutch
BROWN + DUTCH PUBLIC RELATIONS, INC.
310.456.7151
alyson@bdpr.com

**WEST COAST PRESS TO PREVIEW TOP ECO PRODUCTS AT
“CONSUMER PRODUCT EVENT” WEDNESDAY, NOVEMBER 11TH
AT VICEROY IN SANTA MONICA**

Exclusive Monthly Media Introduction Events Make Reporting Easy and Publicity a Cinch

(Los Angeles, CA, November 10, 2009) – On November 11th, from 10 am to 6 pm at the Viceroy Hotel in Santa Monica, a new recession busting PR tool called Consumer Product Events (www.ConsumerProductEvents.com) will showcase Eco/Summer products and services for the Los Angeles press who are gathering content for their 40th Anniversary of Earth Day reporting in April 2010. The Eco/Summer event is one of three Consumer Product Events that are planned through 2009, where only 20 products are introduced to 50-70 reporters monthly. Consumer Product Events was developed to save marketers the costs of a year-long PR retainer and to help reporters gather all the products and interviews they need for their annual news cycles.

The service premiered in Los Angeles earlier this year with the wildly successful “Holiday Gift Guide Gear” event in June, followed by Beauty, Valentine’s Day, Nutrition and Fitness, and Mother’s and Father’s Day Gear events.

The showcased products at the Eco/Summer event include:

Activeion: The hand-held sprayer uses an ionized process to transform tap water into a powerful bacterial and viral cleaner that works as well as, or better than, other general-purpose, commercial chemical and "green" cleaning products. (activeion.com)

Crown: The first “100% natural Rogaine,” a clinically proven breakthrough for men and women with thinning hair with results that outperform the drug Rogaine by 55%. (naturalcrown.com)

DS International, Inc: Creates custom input, green electricity devices that range from single station keypads to multifunctional input subsystems. Their powerstrips feature a master socket that controls all other sockets to turn on and off entire suites of appliances at once. (dsi-usa.com)

Earth Footwear: Shoes that look good and do good. Each pair of footwear features patented Kalsø® Negative Heel Technology® that helps strengthen and tone with every step. (earthfootwear.com)

Green Is Beautiful: The Eco Friendly House - A new coffee table book, photographed by Claudio Santini and written by Dafna Zilafro, gives an exclusive tour of some of the world’s most beautiful green homes, combined with a practical how-to primer.

Happy Tiffin: Named after the old English word, 'Tiffin,' which means "in between meal or snack," these reusable, pyramid shaped, stack, latch and handle stainless steel lunchboxes are functional and fashionable. (happytiffin.com)

Indigenous Designs: An chic eco-fashion company whose products are created by a sustainable community of artisans in third world countries. (indigenousdesigns.com)

June Fifteen: Fashionable and structured shopping and gift bags made from 100% recyclable jute. With some bags done in sturdy rattan cane handles, all can be customized with colorful and bold graphics in environmentally friendly dyes (www.june15collection.com).

Inca Mama – Inca Mama creates Peruvian alpaca wool, bamboo and cotton designer sweaters for moms to be. The woolens are crafted by the native women of Peru and proceeds benefit the Peruanitos Foundation. A new line of "Mom to B" perfumes are created specifically for new moms (www.incamama.com).

Instant Button: A removable, reusable button that instantly and seamlessly alters a clothing waistband up to one and a half sizes without requiring a belt or an alteration. (instantbuttonforjeans.com)

Joy Fabiano Eco-Centric Handbags: One of a kind handbags made from recycled clothing. (joyfabiano.com)

Pacific Shaving Cream: A natural shaving potion packed with essential oils that reduce razor burn and nicks. (pacificshaving.com)

Pillo1: Created by Dr. Raymond Hall, an eco-luxe pillow made of feather soft and recyclable Talalay latex and soy foam. Though it's designed to stop neck pain so prevalent that over \$50 billion is spent each year in America to alleviate it, the pillow actually educates the body on the optimum sleeping position to keep the spine healthy. (pillo1.com)

Rebirth Bicycles: A green company that rebuilds and reconstructs old 10-speed bike frames, making them into new street fixed gear frames with track bike geometry. (incognitobikeshop.com)

VerTerra: Plates and trays are made from fallen palm leaves that have been pressed together using a unique chemical-free bonding system. (verterra.com)

Watermiser: Ground breaking water conservation products and technologies that save water, but use a unique air-forced water technology that gives a satisfying dose of water instead of a frustrating constriction of water flow (watermiser.com)

"Los Angeles is the second largest media market in the U.S.," said Alyson Dutch, founder of Consumer Product Events. "Unlike New York, this city had no mechanism to help the press who need content for their special issue reporting. This became the inspiration for the creation of this company."

Consumer Product Events (www.consumerproductevents.com) connects consumer packaged goods with the press who are looking to report about them. Created by a PR veteran whose clients have included everything from Champagne

Mumm to Mrs. Fields Cookies and the Swatch Boardercross Tour to red carpet events with Elton John, Sting and Michael Douglas -- we know how to get the media's attention. Our series of events showcase consumer products to the press who are actively searching for content exactly at the time they need it. Consumer Product Events gets your product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters. Showcasing your product with Consumer Product Events can save more than 95% of a yearlong PR budget. The most highly targeted PR investment available, our events cover over 15 industry categories and expose your product to up to 70 influential reporters in just one day.

###