



NEW JERSEY CONFERENCE OF MAYORS

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New Jersey Conference of Mayors and Sun Valley Green Launch Clean Green Partnership

Eliminates Toxic Cleaning Chemicals from NJ Cities and Schools

ATLANIC CITY (April 11, 2007) The New Jersey Conference of Mayors (NJCM) and Sun Valley Green today announced their "New Jersey Mayors *Clean Green*" partnership to eliminate the use of toxic cleaning products in all publicly owned buildings, including schools.

Sun Valley Green has developed a line of Green Seal certified environmentally preferable cleaning products that eliminate toxic chemical exposure of janitorial staff, government employees and students while improving the indoor environmental air quality *without* sacrificing cleaning effectiveness. With the NJCM endorsement, Sun Valley Green will travel the state teaming with Mayors to educate city administrators, procurement officials and school superintendents on the dangers of toxic cleaning agents and the importance of going green.

"We are excited to have established this partnership in the garden state and intend to educate Garden State mayors on the importance of the *Clean Green* partnership. Our city employees and our children deserve a safe and healthy environment in which to work, learn and play. Through the *Clean Green* partnership, we intend to make that a reality" stated Mayor Corradino.

Municipalities throughout the state own buildings that are the work places for thousands of employees. By eliminating harmful cleaning agents from these buildings, the NJCM intends to improve indoor air quality for employees and visitors, while at the same time protecting janitors from these toxic chemicals.

"Currently, there are over 70,000 cleaning chemicals being used today and fewer than 2% have been thoroughly tested for their effects on people. New Jersey, as a trend leader, is taking the lead to ensure their constituents are no longer exposed to these dangers and we are thrilled to stand with them," stated Teresa Cochran, President of Sun Valley Green.

"New Jersey Mayors are historically progressive so I knew this is an opportunity for them to showcase their environmental leadership and make a positive impact on the health of their constituents without sacrificing cleanliness of their facilities," stated Don Fauerbach, Executive Director of NJCM.

The New Jersey Conference of Mayors was founded in 1963 by a group of leading Mayors who believed their collective voices should be heard in Trenton and Washington. As front-line soldiers in communities across the State, the founding Mayors were interested in each others activities and chose to find common ground on issues impacting their residents. NJCM has since become the largest statewide organization in our Nation to exclusively represent the interests of Mayors to the State and Federal Legislatures and Administrations.

Sun Valley Green:

Sun Valley Green is an environmentally focused company whose mission is to eliminate harmful and deadly toxins from cleaning products that are used in public areas. By meeting the most stringent requirements for green cleaning products and obtaining Green Seal certification, Sun Valley Green's *Clean Green* line of products create a healthier, safer and environments in communities throughout the country. Sun Valley Green provides a green product that is just as effective as traditional toxic products while at the same time cost competitive.

Green Seal

Founded in 1989, Green Seal provides science-based environmental certification standards that are credible, transparent, and based on input from industry, government, academia, and the public.

Green Seal operates under the international guidelines for environmental labeling programs, ISO 14020 and 14024, set by the International Organization for Standardization and is a founding member of the Global Eco-labeling Network. Green Seal standards have been recognized and used by the United States Federal Government and many State governments. www.greenseal.org.