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Contact: Aimee Miller
Aimee Miller Marketing & Communications
303.549.9034
aimee@aimeemillermarketing.com

POO FREE PARKS™ PROGRAM ROLLS OUT TO NATIONAL MARKETS

Green Biz Delivers Eco-Friendly Pet Waste Service to Local Communities at No Cost to Cities or Taxpayers

Denver, CO (April 12, 2011) – Poo Free Parks™, a privately-held company providing environmentally-responsible pet waste supplies and services to local communities, announces it has expanded to new markets and is now under contract with The Elmhurst Park District in Elmhurst, IL and Colorado State Parks to deliver its eco-friendly dog waste program. This public-private partnership program -- the first of its kind in the nation – has now increased its presence to cover parks throughout Colorado and Illinois with more than 30 other cities or agencies currently evaluating the program for implementation.

Poo Free Parks'™ eco-friendly program includes the installation, supply and upkeep of waste bag dispensers made from 100 percent recyclable aluminum, filled with 100 percent biodegradable bags designed to naturally deteriorate within 18 months. The dog waste dispensers are maintained weekly by crews driving hybrid vehicles. The service, aimed at reducing harmful pet waste in parks and waterways with an environmentally- and socially-responsible approach, is delivered to local communities at no cost to municipalities or taxpayers and is funded through cause-marketing efforts by like-minded businesses and organizations that are publicly recognized for their support on signage attached to each station.

Elmhurst, IL is the first community outside of Colorado to utilize the full suite of Poo Free Parks'™ services. Through the partnership with Poo Free Parks™, the Elmhurst Park District will gain 29 additional pet waste dispensers in 19 parks, and will save over \$9,000 on staff time, vehicle expenses and waste bags. Parkgoers can expect to see the dispensers in the parks at the end of April.

The concept has already been embraced throughout Colorado with Colorado State Parks recently signing on to participate, in addition to several cities and municipalities in the Denver Metro Area. The City and County of Denver has purchased, and is currently using, the eco-friendly dispensers and biodegradable bags provided by Poo Free Parks™.

“We look forward to bringing our service to more and more communities across the country. The response to the program has been overwhelming and we continue to expand our outreach to other interested locations,” says Poo Free Parks™ founder and president, Bill Airy. “The Poo Free Parks™ program helps

to take a fiscal burden off the shoulders of local municipalities and taxpayers, cleans up parks and waterways and reduces the amount of harmful plastics in our environment, while giving businesses and organizations public recognition for giving back to their communities.”

“The program fits the District’s ongoing mission to protect and improve the natural environment,” says Elmhurst Park District executive director, Rich Grodsky. “It will help keep our parks clean and provide an added convenience for park users and their pets, while providing a cost savings to the District and creating additional jobs in the community.”

Program sponsors include PETCO, Mountain States Toyota and The Greenway Foundation, a Denver-based non-profit organization. As the program’s initial corporate sponsor, PETCO helps offset the cost of the program for participating organizations in some markets. “Poo Free Parks™ is making such a positive movement in keeping community parks and waterways free of plastic and pet waste,” says Greg Seremetis, vice president of marketing, PETCO. “PETCO is excited be part of something on the ground level that is poised to grow exponentially and have a dramatic impact on keeping our parks clean for pets and their parents to enjoy.”

About Poo Free Parks™

Poo Free Parks™ is a Denver-based, privately-held company providing eco-friendly pet waste services and materials. The company is dedicated to keeping parks and waterways clean and beautiful in an environmentally-, fiscally- and socially-responsible manner, providing employment opportunities to heavily disadvantaged members of the community and bringing value and recognition to sponsorship partners. For more information, please visit www.PooFreeParks.com.

About The Elmhurst Park District

The Elmhurst Park District is an Illinois Distinguished Agency dedicated to promoting “lifetime enjoyment” by providing a variety of parks, recreation facilities, and affordable programs in the Elmhurst community. For more information on the Elmhurst Park District call (630) 993-8900 or visit www.epd.org.

About Colorado State Parks

Colorado State Parks get everyone outdoors! Attracting more than 12 million visitors per year, Colorado's 42 State Parks are a vital cornerstone of Colorado's economy and quality of life. Colorado State Parks encompass 224,447 land and water acres, offering some of the best outdoor recreation destinations in the state. Colorado State Parks is a leader in providing opportunities for outdoor recreation, protecting the state’s favorite landscapes, teaching generations about nature and partnering with communities. Colorado State Parks also manage more than 4,300 campsites, and 63 cabins and yurts. For more information on Colorado State Parks or to purchase an annual pass online, visit www.parks.state.co.us.

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