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WESTMINSTER PARKS GO 'POO FREE' & 'GREEN'

*Poo Free Parks™ Program Expands to Cover Metro Area Parks from Westminster to Centennial
Delivering Eco-Friendly Pet Waste Materials & Maintenance*

Denver, CO (December 16, 2010) – Poo Free Parks™, a privately-held company providing environmentally-responsible pet waste supplies and services to local communities, announces that it is under contract with the City of Westminster to deliver its eco-friendly dog waste program to parks throughout the city. The public-private partnership program -- the first-of-its-kind – has expanded to cover parks throughout the Metro Area from Westminster to Centennial.

The eco-friendly program includes the installation, supply and upkeep of waste bag dispensers made from 100 percent recyclable aluminum. The dog waste dispensers are maintained by crews driving hybrid vehicles, and are filled with 100 percent biodegradable bags, designed to naturally deteriorate within 18 months. The service is delivered to local communities at no cost to municipalities or taxpayers and funded through cause-marketing efforts by like-minded businesses and organizations.

In addition to the City of Westminster, The City of Glendale and South Suburban Park and Recreation District, both located in the Denver Metro Area, are the first organizations to utilize the full suite of Poo Free Parks'™ services, sponsored by PETCO and a Denver-based non-profit organization, The Greenway Foundation. 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 the residents of Westminster and expanding the reach of our program throughout the Metro Area,” 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, while cleaning up our parks and waterways and reducing the amount of harmful plastics in an environmentally- and socially-responsible manner.”

"This is a great way for us to offer another service to our residents but without any added cost," said Rich Dahl, park services manager for Westminster. "Plus it's friendly to the environment, which is important to us at the city."

As the program's initial corporate sponsor, PETCO will help offset the cost of the program for participating organizations. "Poo Free Parks™ is making such a positive movement in keeping community parks and waterways free of plastic and pet waste," said Greg Seremetis, vice president of marketing, PETCO. "PETCO is excited to 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.

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