



FOR IMMEDIATE RELEASE

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

Contact: Rhetta Shead
Marketing and Promotions Supervisor
City of Lakewood
303-987-7856
rheshe@lakewood.org

LAKWOOD ADOPTS POO FREE PARKS™ PROGRAM

Denver-Based Green Biz Expands Eco-Friendly Pet Waste Service to Lakewood Residents

Denver, CO (July 14, 2011) – Poo Free Parks™, a Denver-based, privately-held company providing environmentally-responsible pet waste supplies and services to local communities, announces that Lakewood, Colorado has become the latest market to participate in the Poo Free Parks™ program.

The eco-friendly program includes the installation, supply, and upkeep of pet 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 publically recognized for their support on signage attached to each station.

The City of Lakewood has installed the eco-friendly pet waste dispensers and bags in seven of its community parks -- committing to keeping its outdoor paths and open spaces clean and enjoyable for all visitors and their pets. Lakewood is following in the footsteps of several other Colorado communities, including The City and County of Denver, South Suburban Park and Recreation District, the City of Westminster, the City of Glendale and Colorado State Parks. Poo Free Parks™ aims to deliver its eco-friendly dog waste program throughout the state of Colorado as well as other national markets. Elmhurst, IL is the first national market outside of Colorado with nearly 50 other markets across the U.S. currently considering the program.

“We applaud Lakewood for their forward-thinking approach in joining the Poo Free Parks™ movement to combat the issue of pet waste in our parks in an eco-friendly manner and helping to lower the budgetary burdens of our governmental agencies,” says Poo Free Parks™ founder and president, Bill Airy. “Our program proves that doing business in an environmentally- and socially-responsible manner can be a win-win situation for all, while creating opportunities for corporate sponsors and the general public to align with important causes. The response to the program has been overwhelming and we look forward to expanding our outreach to other interested locations.”

Over the past nine months, over 50,000 pounds or 25 tons of pet waste has been collected by dog owners using biodegradable bags provided by Poo Free Parks™ at participating parks.

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 Lakewood, CO

The mission of Lakewood’s Department of Community Resources is to develop and offer a broad range of high quality park, recreation, family services and cultural services that enhance the well-being of the Lakewood Community. For more information on City of Lakewood services, please visit www.Lakewood.org.

###