



3637 Motor Avenue, Suite 280 Los Angeles, CA 90034

[www.Faith2Green.com](http://www.Faith2Green.com)

## **PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

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Contact: Lee Wallach, (310) 841-2970

### **LOCAL 'GREEN SEAL' PROGRAM RECOGNIZING BUSINESS LEADING THE WAY IN ENVIRONMENTAL PRACTICES**

*Culver City Mayor Christopher Armenta, Assemblymember Holly J. Mitchell, and  
Congresswoman Karen Bass*

*Join's Faith2Green to honor local green business with Green Seal*

**Los Angeles** – Recognizing local businesses that have incorporated exemplary environmental practices, the 'Green Seal' will be presented to a local eco-friendly business by Faith2Green and Culver City Mayor Christopher Armenta, Assemblymember Holly J. Mitchell, and Congresswoman Karen Bass. Faith2Green will present the Angeles business with a Green Seal as recognition of its effort and as a public sign of a company that is paving the way for Culver City and Los Angeles businesses to fulfill their moral and ethical responsibility to care for creation by becoming more environmentally conscious.

“Moving Culver City in a greener direction will involve more than just planting more trees. With Culver City City Council, green businesses and organizations such as Faith2Green working together, we can dramatically improve our city’s quality of life and make it a more attractive city at the same time,” stated Culver City Mayor Christopher Armenta.

Culver City Mayor Christopher Armenta and his state and federal colleagues will present Ellen Strickland, CEO of Livinggreen, Akasha Richmond, founder of AKASHA Restaurant and Bakery, and John Rego, Director of Environmental Sustainability John Rego at Sony, with a Green Seal and a City of Los Angeles Resolution.

“It is important that we acknowledge businesses that are instilling green practices, and distinguish them from other businesses that simply talk about it,” stated Lee Wallach, President of Faith2Green. “This is only the beginning, and I look forward to the day when every business in Culver City merits a Green Seal.”

**WHEN:** Monday, December 20<sup>th</sup>, 2010 at 10:30AM

**WHERE:** Livinggreen  
10000 Culver Boulevard  
Culver City, California 90232



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*The mission of Faith2Green is to instill a commitment to environmental protection rooted in Jewish values. The IEC mission is to repair, protect and preserve the environment while integrating sustainability, responsibility and advocacy.*

## AKASHA

Akasha specializes in rich and flavorful New American cuisine made with organic, natural ingredients from sustainable resources in a kitchen that is friendly to the environment.

### The only thing unsustainable at AKASHA is your appetite.

"I am very selective about the suppliers I work with for AKASHA – they must share my values to keep their food on our menu."

--Akasha Richmond, founder

AKASHA uses produce brought in from local purveyors who purchase from local family farms that serve Southern California, lowering the carbon footprint of transportation from most cross-county food deliveries.

The same environmentally friendly standards apply to meat dishes served in the restaurant. All seafood is brought in from Marine Stewardship Council-certified fisheries, which regulates against the overfishing of our oceans. Organic, natural beef is supplied by leaders in the natural beef industry, and chicken originates from pioneers and leaders in sustainable farming practices that renew both natural and human resources.

### I'll have a drink with that.

The wine list at AKASHA is modeled off of Chef Akasha's standard that the best wines are those made by winemakers who are responsible stewards of the land. AKASHA's wine list sports many small boutique producers of artisan wines that focus on organic, bio-dynamic, and sustainable practices. The bar at AKASHA also features several organic spirits and fresh juice cocktails.

### Built to last.

Keeping the principles of sustainability in mind, AKASHA restored the building's original steel, wood, concrete, and brick arches. The physical structure includes sustainable insulation recycled ceiling material, natural ceramic floor tiles, energy efficient heating and air conditioning, high-efficiency LEDs, and furniture made of organic leather, hemp fabric, and sustainable wood.

### It's in the details.

Everything at AKASHA is sustainable. Worker uniforms consist of Levis Eco 100% organic cotton jeans, 100% organic cotton tee shirts, and aprons from hemp and recycled polyester. The menu is crafted from New Leaf Paper made from post consumer waste and other recycled content, and even napkins are made from 100% recycled fiber that is both biodegradable and compostable.

For additional technical information please go to [www.akasharestaurant.com](http://www.akasharestaurant.com) OR [www.faith2green.com](http://www.faith2green.com)



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## Livingreen

**We live by our name.**

Since its founding in 1999, Livingreen's mission has been to provide our customers and clients with products, services, and information to support a healthier lifestyle and environment.

### Shades of Green.

Potential products are rated according to the Livingreen trademark "Shades of Green" product selection program that accounts for all lifecycle costs of a product before purchase—the product's source, packaging, transportation channels, manufacturing process, labor conditions, material content, effects on health and the environment, length of product lifecycle, reusability, versatility, recyclability, and the manufacturer's commitment to sustainable growth.

### Products for everyday life.

Livingreen offers a wide assortment of products in categories that span bed & bath, cleaners, counters and tabletops, flooring, home furnishings, paints and coatings, water and energy, garden and outdoor. By offering green products that span nearly all parts of a home, Livingreen enables individual consumers to live a sustainable lifestyle.

### Help me help you.

Livingreen also provides consulting services for building, remodeling, and sustainable lifestyle changes with a LEED certified sales staff and through collaboration with local green architects and designers. Recent projects have included the Pacific Graduate Institute, Raksasala Wellness Center, and Leaf Organics Fresh Look.

### Providing information for others.

Livingreen also provides a wide array of books, magazines, and websites on healthy, sustainable choices to provide resources to help individuals make the decision that is right for them. Livingreen also puts out a newsletter to keep customers up to date with recent developments and the latest sustainable products. Livingreen has been featured in the New York Times Magazine, US Business Review, Los Angeles Magazine, and Green Home Magazine among others.

For additional technical information please go to [www.livingreen.com](http://www.livingreen.com) OR [www.faith2green.com](http://www.faith2green.com)



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## SONY

For over 50 years Sony has been developing world-class products and services that add excitement and creativity to customer lives. Sustainability is an integral part of Sony's commitment to innovation.

### Breaking boundaries.

Sony features several award-winning environmental products. The new BRAVIA VE5-series television models offer substantial power savings with a zero-watt standby power switch, alongside motion and light sensors to minimize energy usage. Some models incorporate Sony's new micro-tubular Hot Cathode Fluorescent Lamp (HCFL), designed to reduce power consumption by nearly 40%.

Additionally, most Sony VAIO computer models are ENERGY STAR® 5.0 compliant and have received either EPEAT Gold or Silver rankings. This means they use less power, reducing both energy bills and greenhouse gas emissions.

### More than just talking the talk.

Sony Ericsson is an industry leader in terms of no-load power consumption and offers some of the most efficient chargers in the world. All phones sold globally since 2003 have chargers that meet the EU voluntary CoC, requiring no-load power usage of less than 0.3 watts, for power supplies. Also, for all newly developed chargers the minimum requirement for energy efficiency is Energy Star 2.0.

### Take it back.

The Sony Take Back Recycling Program was the first national recycling initiative to involve both a major electronics manufacturer and a national waste management company, providing an environmentally-safe disposal of electronics for free. In addition, Sony has a battery recycling program with drop-off locations at any Sony Style store. And the Green Glove In-Home TV Removal Service will haul away your old television for eco-friendly recycling if you select Premier In-Home Delivery from Sony. Sony recycling programs have been highly successful, collecting over 27.1 million pounds of electronics.

### Setting a green example.

Sony headquarters in San Diego now run on 100% renewable energy, powered by solar power on the roof and incorporating energy-efficient air conditioning and heating. In addition, the building implements recycled materials in the carpeting and furniture, and drought-resistant landscaping was used as the construction debris was recycled. The building's design and construction process incorporated many environmental features according to the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) certification requirements.

For additional technical information please go to [www.green.sel.sony.com](http://www.green.sel.sony.com) OR [www.faith2green.com](http://www.faith2green.com)

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