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FOR IMMEDIATE RELEASE

April 22, 2008

## Celebrate Earth Day Every Day

### *Small changes in everyday activities can pay big dividends*

Portland, Oregon --- People who care about a cleaner, healthier environment have been celebrating Earth Day for more than 37 years. Bill and Lori Bridgeman, owners of 5 Portland area locations of Dry Cleaning Station, are asking people to think bigger than a one-day observance.

“Earth Day should be a reminder to all of us to be good stewards of the environment every day,” Bill Bridgeman said. The Bridgemans opened their first Dry Cleaning Station store in December 2004 using the environmentally friendly GreenEarth Cleaning process that avoids the air-polluting volatile organic compounds (VOCs) used by most other dry cleaners. The GreenEarth Cleaning process uses a silicone-based cleaning solution that is gentle to textiles, beads, sequins and other decorative trim, and is safe for people and the planet.

In addition to using the GreenEarth Cleaning process, Dry Cleaning Station also recycles hangers and the plastic bags used to protect garments during transportation for its customers and uses Biodiesel in its delivery vehicles.

“There are a lot of simple, easy steps and changes people can make that will make a real difference for our environment,” Bridgeman said. “Most people know about recycling and carpooling, but there are lots of other small things that can be done every day to make a big difference.”

In cooperation with Kansas City-based GreenEarth Cleaning, Dry Cleaning Station suggests these changes for people who want to make positive everyday changes to benefit the environment:

- **No paper, no plastic:** Buy and use canvas or net tote bags to carry groceries and other purchases.
- **Let the sun shine on:** Put up a clothesline and dry clothes in the open air when possible to reduce the energy consumption of gas or electric clothes dryers.
- **Toss properly:** Batteries, electronic equipment, paints and household chemicals such as cleaners and pesticides are among items that should not be put out with regular trash for landfill disposal. Contact Metro at 503-234-3000 for information on how to dispose of these materials properly.
- **Change a bulb, change the world:** Compact fluorescent light bulbs emit the same amount of light as incandescent, but use 75-80% less electricity.
- **Support your local farmer:** When you “buy local”, you build support for local agriculture, which means less food has to be shipped long distances.
- **Get insulated:** Reduce energy usage by adding insulation to your home. Wrap hot water heater pipes with insulation to save even more energy.
- **Both sides now:** Cut paper usage in half by setting printers and copiers at home and work to print on both sides of the paper.
- **Flow lightly:** Install plumbing fixtures such as toilets, shower heads and taps that reduce water flow and usage.
- **Patronize environmentally friendly businesses:** These include garages that help do-it-yourselfers dispose of waste oil properly; retailers that offer a wide selection of recycled, organic and locally produced goods; restaurants that wash and reuse plates, glasses and utensils instead of using disposable paper or plastic; and businesses that use safe alternatives to hazardous chemicals.

“We are proud to be a business that people who care about the environment can patronize with confidence,” Bridgeman said. “Our use of a non-polluting cleaning process is not only effective, but better for our employees, our customers, and our community. We are proof that it is possible to be both ‘clean’ and ‘green,’ because our customers actually prefer the way their clothes look, feel and smell with the GreenEarth Cleaning process.”

Green Earth Cleaning was created in 1999 by several dry cleaners that were looking for a non-polluting alternative to perchlorethelene or “perc,” as the solvent is known in the trade, a toxic air contaminant dry cleaners have been using since the

1940's. Dry Cleaners using the GreenEarth Cleaning process have earned many environmental awards, including citations from the U.S. Environmental Protection Agency, and the states of Illinois, Colorado, Connecticut, Oklahoma, Oregon, Pennsylvania and Wisconsin.

"We chose GreenEarth because most other alternative solvents, like hydrocarbon, are petrochemicals so they are classed as air-polluting VOC's (volatile organic compounds)," Bridgeman said. "We wanted to make a full commitment to environmental protection by using the GreenEarth Cleaning process."

Unlike processes using harsh chemicals, GreenEarth is odorless and will not damage fabrics. The silicone-based GreenEarth Cleaning solution is listed as a preferred alternative to ozone-depleting VOC's in the U.S. EPA's Significant New Alternative Policy (SNAP). Because any spill of the GreenEarth solution quickly degrades into sand, water and carbon dioxide, it is not regulated by hazardous waste laws such as the Resource Conservation and Recovery Act (RCRA) or the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA).

Increasing regulatory pressure, concern for soil and water contamination, and other business issues have led many in the industry to search for an alternative to perc. GreenEarth Cleaning developed its patented, environmentally preferred silicone-based process in response to the industry's needs. More information is available by visiting Dry Cleaning Station's web site at [www.ecodrycleaner.com](http://www.ecodrycleaner.com).

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