



FOR IMMEDIATE RELEASE

Bay Area Dry Cleaner Honored With Green Business Award

Hesperian Cleaners of San Lorenzo and Castro Valley Wins Coveted Acterra 2008 Business Environmental Award for Pollution Prevention and Resource Conservation

San Lorenzo, CA, May 28, 2008 – The Bay Area’s leadership in environmental awareness took another step forward with the announcement by Hesperian Cleaners of San Lorenzo and Castro Valley that it has been named the winner of the 2008 Susanne Wilson Award for Pollution Prevention/Resource Conservation – Special Project, one of the prestigious Business Environmental Awards presented annually by Acterra for creative sustainability practices.



Since 1990, Acterra’s Business Environmental Awards program has recognized over one hundred Bay Area businesses and academic and nonprofit organizations for excellence in environmental leadership. During the rigorous three-month judging process which involved 28 regional environmental and sustainability experts, the competitors showcased their environmental innovations in six categories including sustainability; sustainable built environment; environmental and sustainability education; environmental enterprise; commute and transportation, and pollution prevention/resource conservation.

Hesperian Cleaners is one of only ten companies and organizations recognized as having demonstrated extraordinary environmental leadership from among this year’s highly competitive field. The company, represented by owners Sung Han Lee and Yvonne C. Lee, will be honored at the 2008 Business Environmental Awards Reception on June 3 at the Frances C. Arrillaga Alumni Center, Stanford University.

Hesperian Cleaners, family-owned since 1982, is the first 100% green dry cleaner in Alameda County: the first to convert its perchloroethylene cleaning process to 100% dedicated “wet” cleaning, known as green cleaning. Green cleaning is healthier, does not use toxic chemicals, does not generate hazardous waste, and uses far less energy than traditional dry cleaning. The biodegradable detergent, water conditioner, and spotting agent used in this process contains no solvent or VOCs (volatile organic compounds). Green cleaning is very effective and completely safe for all garments that are traditionally dry cleaned, as well as many items that cannot be cleaned by the traditional method. Some examples include plastic, vinyl, leather, and suede; items that are glued, printed, beaded, and sequined (such as wedding gowns); awkward shapes and fabrics such as motorcycle helmets, bullet-proof vests; and many others.

"Hesperian Cleaners is truly a leader in the field of dry cleaning," remarked Awards Chair Laura Teksler. "Owner Sung Han Lee not only chose to convert his cleaning process five years ahead of the mandated schedule, he shunned the option to convert to an incrementally better solvent and

--more--

went instead to completely nontoxic wet cleaning. He truly understands that green cleaning benefits all stakeholders in the community through decreasing energy usage and eliminating toxic chemicals without compromising quality or profitability."

"We are very proud of this honor, and I know it will help us increase the awareness of how green cleaning benefits the community and the environment," said Hesperian Cleaners owner Sung Han Lee. "The effort and investment we have put into going green is not only designed to benefit our customers, but to lead in making our industry more environmentally responsible."

Green is a way of life for Hesperian Cleaners, which is leading the small business community in awareness and commitment to the environment: painting the stores with low-VOC paint, using low-energy light bulbs, recycling hangers, giving customers reusable delivery bags, and offering the choice of degradable poly bags or no bags on cleaned garments. Hesperian Cleaners is at the forefront of the green cleaning revolution in the Bay Area and beyond, offering open houses, demonstrations, and workshops for all dry cleaners interested in making the move to green cleaning, and working closely with the Pollution Prevention Center, the Urban Environmental Policy Institute, and Occidental College. Leading change by example, Hesperian Cleaners has been named a "Certified Green Business" by Alameda County, and is a California State designated demonstration site for green cleaning.

Hesperian Cleaners is located at 15848 Hesperian Blvd., San Lorenzo (510-481-5825), and operates a second store, Redwood Cleaners, at 22321 Redwood Rd., Castro Valley (510-886-6563). (Redwood Cleaners will soon also carry the Hesperian Cleaners name.)

Acterra is a non-profit organization with a 38-year history of environmental leadership and programming in and around Silicon Valley. Acterra has events, resources and programs that involve and educate individuals and communities across a broad range of environment issues. Since 1990 Acterra's Business Environmental Awards program has recognized over one hundred Bay Area businesses and academic and nonprofit organizations for excellence in environmental leadership. Winners, who have in the past included Adobe, Apple, HP, Roche-Palo Alto, and Sun Microsystems, have made improvements in their operations that significantly reduce their environmental impacts, thereby benefiting all Bay Area residents. For more information about Acterra and the Business Environmental Awards, visit www.acterra.org/bea.

###

Media Contacts:

Sung Han Lee
Owner, Hesperian Cleaners
510-414-3216
hesperiancleaners@gmail.com

Katie Drake
Marketing Consultant
510-581-4484
kdrake@creative-ink.com

Photos available.