



# HONEST TEA®

## SUNSET STRIP MUSIC FESTIVAL PARTNERS WITH HONEST TEA FOR A GREENER FESTIVAL

*Organic Bottled Tea Company Leads in Developing More Environmentally-Friendly Festival*



LOS ANGELES – (August 10, 2010) - Honest Tea®, the nation's top-selling organic bottled tea company, is proud to be the driving force behind the Sunset Strip Music Festival's (SSMF) decision to make the festival more "Honest." The third annual SSMF is set for August 26-28, 2010 when The Sunset Strip in West Hollywood is closed to traffic between Doheny Drive and San Vicente Boulevard and transformed into a premier concert destination. Thanks to Honest Tea's relationships with other like minded brands, such as Akeena

Solar, C&L Supply Company, Dyson and Further Products, the festival will now feature more recycling bins, waterless urinals and clean solar energy generation via a solar power truck.

The festival, which will have performances by The Smashing Pumpkins, Slash, Common, Kid Cudi and Travie McCoy, will also feature outdoor stages, beer gardens, a VIP lounge, food trucks, interactive experiences and more than 50 additional bands performing in the venues through the day.

"Honest Tea is always looking for ways to expand our impact, so we're delighted to join forces with The Sunset Strip Music Festival and our other partners to make small changes that will make a big difference," said Seth Goldman, president and TeaEO.

"The Sunset Strip has always been recognized for its visionary musical programming," noted SSMF managing director Karmen Beck. "Now, along with Honest Tea, we're taking small steps and applying that creativity towards producing a more environmentally friendly destination and festival."

"As the biggest event in the social calendar, we need first class facilities throughout the event," Beck adds. "The Dyson Airblade hand dryer not only ticks our environmental box by providing us with a fantastic alternative to paper towels, but it gives our visitors a quick and hygienic way to dry their hands properly, so they can enjoy the event."

### The on-site Honesty additions include:

- Honest Tea recycling bins will help collect the bottles and glass used at the festival. The bins will help keep trash out of landfills.
- Akeena Solar will offer 12 Westinghouse Solar panels to provide clean, renewable solar power via their solar power truck to power multiple machines including several 50-inch plasma televisions located in the VIP area.
- C&L Supply Company will provide Waterless No-Flush™ brand urinals for the event. A Waterless No-Flush™ urinal can save up to three swimming pools full of water annually (45,000 gallons).
- Dyson is donating and installing Dyson Airblades™ which are the fastest and most hygienic hand dryer. Airblades™ clean the air before blowing it onto hands. And because it uses up to 80% less energy than warm air hand dryers, it costs less to run and can help lower a business's carbon footprint.



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- Further Products will be on-site collecting waste vegetable oil. This waste will then be refined into biofuel. Further will then reuse the purified byproduct to help create luxurious hand soap, lotion and candles.

For more information, visit [SunsetStripMusicFestival.com](http://SunsetStripMusicFestival.com).

## **About Sunset Strip Music Festival**

The Sunset Strip Music Festival (SSMF) was created in 2008 to promote, preserve and perpetuate the legendary Sunset Strip music experience. The Sunset Strip Business Association is the managing member of the limited liability company, which owns the Sunset Strip Music Festival. SSMF 2010 is scheduled for Aug. 26-28 and includes a tribute event honoring legendary guitarist Slash, performances in the venues Thursday, Friday and Saturday nights as well as an all day street festival on Saturday, Aug. 28 featuring The Smashing Pumpkins, Slash with special guests Myles Kennedy & Fergie, Common, Kid Cudi, Travie McCoy, Semi Precious Weapons, Neon Trees, Steel Panther, Big B and more than 50 additional bands throughout the day. For more information, please visit [www.sunsetstripmusicfestival.com](http://www.sunsetstripmusicfestival.com).

## **About Honest Tea®**

Honest Tea® is the nation's top-selling organic bottled tea company with a mission to make great-tasting, truly healthy organic beverages sweetened with less sugar and fewer calories than most bottled beverages. Honest Tea's product lines include: Honest Tea ready-to-drink bottled teas in glass and PET #1 bottles, Honest Ade organic thirst quenchers and Honest Kids drink pouches. In the past year the company launched Honest Mate, bottled yerba mate drinks, and Honest Kombucha, a line of fermented tea drinks. All varieties are USDA-certified organic and most teas are Fair Trade Certified™. Since Honest Tea was founded in Bethesda, Maryland in 1998, the company has sustained an annual compound growth rate of more than 60%. Honest Tea has been continuously recognized for its impressive growth and mission-driven business practices. In addition to being named one of The Better World Shopping Guide's "Ten Best Companies on the Planet based on their overall social and environmental record," Honest Tea recently received Greenopia.com's coveted 4-Leaf Rating as "the greenest beverage company" for the second year in a row. For more information, visit Honest Tea online at [www.honesttea.com](http://www.honesttea.com).

## **About Akeena Solar**

Founded in 2001, Akeena Solar's philosophy is simple: we believe producing clean electricity directly from the sun is the right thing to do for our environment and economy. Akeena Solar has grown to become one of the nation's leading installers and manufacturers of solar power systems. Akeena Solar's award-winning solar panels are now being sold under the Westinghouse Solar brand. Westinghouse Solar Power Systems are safer, more powerful and more reliable than any other, while backed by the proven quality of the Westinghouse name. For more information on Akeena Solar, visit [www.akeena.com](http://www.akeena.com)

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## **About C&L Supply Company**

Family owned and operated water conservation and energy efficient equipment business for nearly three decades. The C&L family are passionate experts who care about saving the planet, conserving energy and water. They are driven to prove that being green and efficient does not have to come at a high price, their solutions save businesses time and money as well. For more information on C&L supply, visit [www.CandLsupply.com](http://www.CandLsupply.com)

## **About Further Products**

Further Products takes locally sourced waste vegetable oil, refines it into biofuel, then takes the purified byproduct and artfully reuses it to create Further Soap, Lotion, and Candles. Further's closed loop system creates a perfect, sustainable circle for participating restaurants and hotels by returning sustainable products to the establishments that provided the vegetable oil. Further also sells its products to consumers at retail establishments and online. For more information or to participate please visit [www.furtherproducts.com](http://www.furtherproducts.com)

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