



## **FOR IMMEDIATE RELEASE**

### **SAN FRANCISCO GIANTS BASEBALL UNIFORMS 'DETOX' WITH VASKA'S HERBATERGENT LAUNDRY FORMULAS**

**August 17<sup>th</sup>, 2009—Berkeley, CA—VASKA**, a Berkeley based producer of green, botanically based laundry care products for the commercial, institutional and consumer markets, is pleased to announce that its products are now being used to wash the uniforms, as well as clean all the laundry in the Clubhouse of Major League Baseball's San Francisco Giants. The Giants, who are working to make AT&T Park the first major league ballpark to receive U.S. Green Building Council certification for LEED/EBO&M,, are now the first professional sports team in the U.S. to use green laundry products .

The Giants legendary Clubhouse Manager Mike Murphy and Assistant Clubhouse Manager Ron Garcia, were won over by both VASKA'S superior stain removal, as well as the softness of the results. VASKA initially gained the Giants' approval by successfully laundering over 200 luxury hotels in Northern California, using their plant-based 'herbatergent' formulas honored with the EPA's SDSI (Safer Detergents Stewardship Initiative) designation. VASKA challenges the toxic 'industry standard' chemicals in commercial laundry – and wins, by creating environmentally responsible biodegradable products that outperform traditional chemicals without damaging linens in the process.

Murphy was open to a green laundry approach. “We want the very best for our players and for the environment, and when Vaska demonstrated that their approach effectively cleans tough game stains, left the uniforms softer and smelling better than ever, and is gray water safe, we did not hesitate to use their products in our Clubhouse.”, said Murphy.

Julia Fry, CEO of Berkeley-based VASKA, is thrilled that a local Bay Area team has taken the green laundry lead in professional sports. “Professional sports players deserve the top quality laundry that our hotels are getting. These athletes are performing at the peak of their game, and should have laundry care products that perform as well as they do, without compromise. Baseball players get dirty, so it's a great showcase for our green formula's performance. Little league moms and dads take note, you can now clean your kids uniforms sparkling white and be environmentally responsible at the same time.”

#### **About the San Francisco Giants and AT&T Park**

The San Francisco Giants of the National League is one of the oldest franchises in Major League Baseball. Boasting a 126-year history, the team moved to San Francisco from New York in 1958 playing a total of 42 years in Seals Stadium and Candlestick Park before moving into their current home at AT&T Park in 2000.

Since opening its gates in 2000, AT&T Park has become internationally-renowned as a premier venue in the world of both sports and entertainment. On the diamond, more than 28 million spectators have witnessed a trio of playoff appearances, the 2002 World Series and a bevy of magical moments. Barry Bonds established his own historical stage on the shores of McCovey Cove, from his record-setting 71<sup>st</sup> home run in 2001 to the all-time home run record (762 HRs) in 2007. Likewise, the euphoria that surrounded the Giants' pennant clinching win in 2002 is forever etched upon the San Francisco sports landscape. The ballpark was the center of the baseball universe when it hosted the 78<sup>th</sup> Major League



Baseball All-Star Game on July 10, 2007. In 2008, the Giants celebrated the team's 50<sup>th</sup> year in San Francisco. AT&T Park has also played host to some of music's biggest acts, including the Rolling Stones, Bruce Springsteen and the E-Street Band and Green Day.

Off the field, the Giants have one of the premier community outreach programs in professional sports, becoming the first team to implement a 100 percent participation program, involving every player, coach and uniformed staff member in at least one community project throughout the season. Through its community outreach programs, the Giants work with corporate and non-profit partners to raise awareness, educate and generate interest in a variety of issues important to both their fans and community.

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