

**Eco-friendly "period" entrepreneurs SHINE at Green America Awards**  
*New award category created to recognize niche green business*

**San Francisco, CA – November 16, 2009** – It's not every day you have an award created to honor your unique brand of success. But that's exactly what has happened to the founders of **Lunapads International**, an eco-friendly feminine hygiene products company specializing in cloth, reusable pads. The newly coined "Shining Light Award" was presented to Lunapads at the **2009 Green America's People's Choice Award** recognizing Green Business of the Year. The company credits the use of Twitter, Facebook and other social media tools by loyal fans with pushing them into second spot in a strong first-time showing.

The Vancouver-based company received such a high volume of online votes that award organizers decided to acknowledge them by creating a new award category. "We were really impressed with Lunapads' showing in our People's Choice contest. Up against some much larger businesses with vast Internet reach, Lunapads mobilized their customers - a uniquely passionate group - to pull them within striking distance of the top spot. For a smaller, niche business to do that, while shining a light on the fact that there's a green option for literally every product we use, we decided to present Lunapads with our Shining Light Award," said Andrew Korfhage, Green America's online editor and coordinator of the People's Choice Award.

Lunapads' co-founders Madeleine Shaw and Suzanne Siemens were thrilled to learn they had placed second in a field of hundreds. "It's hugely gratifying to receive this recognition after over 15 years of effort" says Shaw. "One of the most important parts of our mission is to help our customers feel good about themselves."

"Our customers voted for us because of the unique connection we have been able to create with them around a very personal choice" adds Siemens. The company estimates that 1,000,000 disposable pads and tampons are now being diverted from landfills every month thanks to women using Lunapads.

Green America is a nonprofit advocacy organization that helps consumers, investors, and businesses adopt socially responsible and environmentally sustainable practices. With over 75,000 consumer members and 4000 business members, it is the largest network of green businesses across North America. For information about Green America, visit: [www.greenamericatoday.org](http://www.greenamericatoday.org). For information about Lunapads, please visit: [www.lunapads.com](http://www.lunapads.com)

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