

Eco-friendly "period" entrepreneurs SHINE at Green America Awards
New award category created to recognize Vancouver 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**, a Vancouver-based eco-friendly feminine hygiene products company. The newly coined "Shining Light Award" was presented to Lunapads at the **2009 San Francisco Green Festival**, the largest green consumer living event in the US. The award, a new addition to the coveted People's Choice Green Business of the Year Award, is a first-time showing for a Canadian company.

While Lunapads placed second in the overall voting, the company received such a high volume of votes that award organizers decided to acknowledge them by creating a new 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 know that our message is getting so far out into the world and is being so well-received by women" says Shaw, a Queen's University grad who started developing her ideas for alternatives to disposable pads and tampons in 1993.

"The vast majority of our customers are in the US. I don't think that most of them even realize that we're Canadian – it certainly didn't hurt us in this case" adds Siemens, a UBC-schooled Chartered Accountant. 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. For information about Lunapads, please visit: www.lunapads.com

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