



NEWS RELEASE

Green Works™ Natural Cleaners to Support Community Eco-Projects through New "Green Heroes Grant Program"

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GREEN WORKS NATURAL
CLEANERS WILL AWARD \$10,000 TO
TOP FIVE PROGRAMS; APPLY
ONLINE BY FEB. 28, 2009

OAKLAND, Calif. (January 15, 2009) - The makers of Green Works™ natural cleaners want to nurture your eco-friendly project with green. Through its new "**Green Heroes Grant Program**," the Green Works team will award five grants of \$10,000 each to eco-friendly community projects across the country.

Between January 15 and February 28, 2009, the Green Works team invites individuals to nominate eco-friendly community projects for a Green Heroes grant by submitting a photo and short essay about the project for consideration. Each winner - or "Green Hero" - will receive a \$10,000 grant to help natural and eco-friendly community projects grow and flourish.

A panel of eco-experts including representatives from the Sierra Club, ecofabulous.com and Josh Dorfman, the Lazy Environmentalist, will review all submissions and select 10 finalists, based on criteria that includes: benefit to the environment, impact upon the local community, efficiency in its use of budget, timing/feasibility and creativity. Beginning on March 16 through April 10, 2009, the public will have the opportunity to vote online (www.greenworkscleaners.com/greenhero) for their favorite eco-friendly community project. The final five Green

Heroes will be announced on April 22 - just in time for Earth Day.

"One year after the introduction of Green Works™ natural cleaners, which made affordable and effective natural cleaning products available everywhere, this initiative encourages consumers to take the next step: reach outside of their own homes to better their communities," said Josh Dorfman, The Lazy Environmentalist. "Whether it's a neighborhood organic garden or a city-wide 'clean up the streets' initiative, we hope this program will inspire consumers to think about greener living in their communities."

For more information about the **Green Heroes Grant Program**, including official contest rules and entry guidelines, log on to www.greenworkscleaners.com/greenhero.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues of \$5.3 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works™ natural cleaners, Armor All® and STP® auto-care products, Fresh Step® and Scoop Away® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems, Glad® bags, wraps and containers, and Burt's Bees® natural personal care products. With 8,300 employees worldwide, the company manufactures products in more than two dozen countries and markets them in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$73.4 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded \$3.7 million in cash grants, and Clorox made product donations valued at \$5.3 million. For more information about Clorox, visit <http://www.thecloroxcompany.com/>.

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