

NEWS ALERT

FOR IMMEDIATE RELEASE



Sustainable Toys? Let the Fun Begin

The EcoLogo™ Program Launches Development of Children's Products Standard

PHILADELPHIA July 7, 2009 – The EcoLogo Program is making it easier for adults looking to buy “greener” products for the children in their lives. The EcoLogo Program is pleased to announce the initiation of its first environmental standard for toys.

“Growing numbers of toys and children’s products have been making environmental claims like ‘all natural’ and ‘earth friendly’ without consistent meanings to the terms and without providing any proof of the accuracy or relevance of the claims,” explained Scot Case, Executive Director of the EcoLogo Program. “The new EcoLogo standard will define clear criteria that products must meet before they can claim environmental leadership.”

The EcoLogo Program is reaching out to interested individuals and companies who want to participate in a process that will help to reduce the environmental and human health impacts of children’s products.

EcoLogo standards are developed in an open, public, transparent process. The 12- to 18-month process begins by outlining key environmental issues and questions to be addressed by the standard. Anyone is able to participate in the standard development process, including concerned individuals such as parents and grandparents, toy manufacturers, retailers, government agencies, and non-profit advocacy groups. After the standard is finalized, any manufacturer that demonstrates compliance with the standard is eligible for EcoLogo certification.

The standards development process will be supported by Dr. Sally Edwards, director of the Sustainable Children’s Products Initiative at the Lowell Center for Sustainable Production (University of Massachusetts, Lowell) and staff at the University of Tennessee Center for Clean Products, who are leaders in the development of environmental product and material standards.

The EcoLogo program is inviting anyone interested in helping to develop or review the green toy standard to email Katherine Stewart at: kstewart@ecologo.org, or call: (613) 247-1900 ext. 231.

About EcoLogo™:

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. EcoLogo was established in 1988 and today is one of the most recognizable eco-labels in North America. For more information, visit www.ecologo.org.

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