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'Gifts of Green' at Winter 2009 Edition of California Gift Show(R)

Show partners with Green Mountain Energy for 'Carbon Neutral' show January 16 - 19, 2009 at the Los Angeles Convention Center focus on socially conscious and eco-aware products is seen as future of industry www.californiagiftshow.com

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LOS ANGELES, Oct 29, 2008 /PRNewswire via COMTEX/ -- Call it the Gift of Green. Commonly referred to as "the biggest and most important venue on the West Coast,"* the California Gift Show(R) (<http://www.californiagiftshow.com>) is now staking its claim as one of the greenest. Through a unique partnership with BeGreen and the Green Mountain Energy Company, the annual show will offset the electricity for the entire show which runs January 16 - 19 at the Los Angeles Convention Center. The result -- an event which will be entirely carbon neutral -- offsetting over 19,250 lbs. of CO2. This has the same environmental impact as not driving one's car over 21,400 miles or the annual forest sequestration of more than 1,150 trees. Furthermore, by offsetting the electricity for this show, it is equivalent to recycling more than 47,450 aluminum cans or recycling over 7,700 pounds of newspaper. Gift Show attendees will be able to track the results via an embedded "carbon calculator" online at the Gift Show's website, that will launch in mid-November.

"When you buy someone a Gift of Green(R) from Green Mountain Energy (who will exhibit in the Winter market), one native tree is

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"When you buy someone a Gift of Green(R) from Green Mountain Energy (who will exhibit in the Winter market), one native tree is planted in an ecosystem restoration project in the United States," said Angelia Singleton, California Gift Show(R) Manager, who invited Green Mountain to participate. She has been focused on the "greening" of the Gift Show industry for the last several years. "The recipient also receives a plant-able ornament made of seed paper, plus a card telling them about the environmental benefits of their tree. You can even send a personalized message. These Gift of Green(R) sustainable products make an eco-statement and are suitable for any occasion."

BeGreen (<http://www.begreennow.com>) is a division of Green Mountain Energy Company, the longest serving green power provider in the U.S. BeGreen offers businesses and consumers simple and effective ways to reduce their carbon footprint through the purchase of renewable energy, forest sequestration and other project-based offsets. BeGreen's carbon calculators follow the EPA Climate Leaders methodology, which is based on the World Resources Institute's Greenhouse Gas Protocol (WRI GHG), a widely accepted industry standard. All purchases and sales of BeGreen's carbon offset and REC products are also verified by an independent auditing firm to ensure their quality and effectiveness.

"By taking the initiative to voluntarily offset its electricity usage, the California Gift Show(R) is adding to a list of green initiatives," said Gillan Taddune, chief environmental officer of Green Mountain Energy Company. "We have a lot of admiration for all of the effort that this show puts into preserving our planet and its natural resources."

"Through their sale of carbon offset products Green Mountain is really showing us how practical and easy it is to be green," continued Singleton. "Whether you buy one of their recycled bags or their unique bio-degradable stationery products that can be planted, this is the definition of a sustainable gift."

The show will again offer ECO, (Earth Conscious Options(TM)), as a category for identifying eco-friendly and fair trade products. The ECO umbrella will include green, sustainable, biodegradable, organic, recycled/reclaimed and fair trade products. Companies that donate a portion of their proceeds to charities promoting

humanitarian and/or sustainable efforts also will be included. ECO exhibitors will be acknowledged with special iconography in the Show directory, online directory and onsite booth signage.

Home to the California Gift Show -- the Los Angeles Convention Center -- is very much a "Green Community," both physically and environmentally. As a Los Angeles landmark, with its towering emerald green facade, the Convention Center defines the cityscape and is a devoted advocate of environmental programs. Its constant efforts to progressively explore, test, and implement new and innovative earth-friendly initiatives throughout the 54-acre facility typify its commitment to environmental stewardship. In September of this year, the Los Angeles Convention Center became the first U.S. convention center of its age and size -- and the first City of Los Angeles Building -- to achieve the national distinction of being certified in Leadership for Energy and Environmental Design for existing buildings (LEED-EB) from the United States Green Building Council (USGBC).

Without delay, LACC is already underway in enhancing its LEED certification with new earth-friendly programs like thermal storage and creating green space for its community. LACC is registered with the USGBC as a member of the Los Angeles and National Chapter. Certification in LEED-EB is the Green Building Council's rating system that serves as the national green benchmark for high performance Existing Buildings.

In addition, The United States Environmental Protection Agency (EPA) recently welcomed the Los Angeles Convention Center as a national Green Power Partner: recognizing the Center's strong commitment to help reduce the risks associated with climate change by supporting technologies that are more sustainable for businesses and communities.

The 2009 California Gift Show(R) will take place January 16 - 19 at the Los Angeles Convention Center. The semi-annual California Gift Show is managed by GLM(R), a dmg world media business. Exhibitors seeking information should contact show manager Angelia Singleton at (213) 430-2356 / angelia_singleton@glmshows.com. Attendee information may be obtained by contacting GLM Customer Relations at (800) 272-SHOW (7469) or (603) 665-7524. <http://www.californiagiftshow.com>.

* Quote: California Gift Show Exhibitor Kurken Berksanlar of Bey-Berk International

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