

E-cloth fundraising puts students at the forefront of green cleaning



SCHOOL FUNDRAISING THAT'S MUCH BETTER FOR EVERYONE

E-cloth teams up with Green 4 My School for an out-of-the-ordinary fundraising effort that's better for your health and environment

GREENLAND, NH - (May 2009) – TADGreen Inc, U.S. marketers of E-cloth, has joined with Green4MySchool to bring a smart fundraising effort to schools that sorely need additional support in these challenging economic times. Instead of the typical candy bars, magazine subscriptions and candles, students of all ages can help raise money selling something far more worthwhile – *really thorough household cleaning that is healthier for the family and better for the environment.*

The mission for Green4MySchools / E-cloth collaboration is simple – help schools raise money and environmental awareness by selling products that have a positive impact on the environment.

Schools are given free E-cloth products for students and teachers to try for themselves on their desks, in science labs, cafeterias, etc. They see for themselves the marvel of cleaning with just a special cloth and water. They then are educated on the benefits of a new way of cleaning with E-cloth.

E-cloth is a reusable cleaning product that employs specialized fiber technology and plain water to thoroughly clean all hard surfaces in the home or workplace – and now schools!. E-cloth cleaning eliminates the use of potentially harmful chemical cleaners, their fumes and residues left behind. This is better for everyone, but particularly beneficial for young children, pregnant women, pets and those prone to allergies and asthma.

In addition to E-cloth being a safer, healthier cleaning alternative, it is good to the environment. They are re-usable cloths whose performance is guaranteed for years. They eliminate paper towels that are used once and thrown away. As they can't be recycled they create landfill waste – *a very large volume of it.* Virgin forests are saved, so is the energy used for the manufacture transport and disposal of them.

“When I was in school there just wasn't the concern or knowledge of the consequences of how we lived on the environment. Today kids of all ages have a much better understanding and vested interest in doing things better for this planet” said Allan Coviello, CEO of TADgreen. *“We teamed up with Green4MySchool because it just made a lot of sense – a fundraiser for the total good – it supports schools and sustainable living at the same time.”*

E-cloth® products were introduced in the U.S. by TADgreen Inc., a Greenland, NH-based company founded in 2007, in response to the growing consumer need for environmentally responsible cleaning products. E-cloth's chemical-free cleaning includes a variety of products for safe use throughout the home, in the office place and outdoors. E-cloth fundraising put students at the forefront of green cleaning