



**Contact:**

DRS and Associates  
David Schlocker  
Dinah Erasmus  
T: 818.981.8210 / F: 818.981.8220  
E: [david@drsandassociates.com](mailto:david@drsandassociates.com)  
[dinah@drsandassociates.com](mailto:dinah@drsandassociates.com)

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**Leading Toilet Manufacturer Caroma® Helps Raise Awareness at Global Green's "Greener Cities for a Cooler Planet" Pre-Oscar® Party**

*Caroma rocked the night at the eco-friendly event that attracted Hollywood's hottest celebrities and eco-luminaries to help promote environmental awareness.*

**Surrey, British Columbia** – Caroma – a world leader in innovative, high efficiency toilet suites and sinks partied for a great cause last week as a key sponsor at Global Green's successful pre-Oscar party on Wednesday March 3, 2010. The event raised over \$300,000 dollars for Global Green, a non-profit organization working to address some of the greatest challenges facing humanity by promoting smart solutions to climate change by creating healthy, green communities. Caroma also created their "One Flush Can Make a Difference" program and campaign tied to the event to really reinforce the message that each individual can affect the way we preserve natural resources in the United States.

Welcoming celebrities and eco-luminaries from around the world, Caroma was front and center at the event with a setup featuring their water-saving Profile Smart and Adelaide toilets, as well as an innovative display that visualized the amount of water their industry-breaking HET toilets save on a per flush basis. In addition, Caroma donated six Caravelle toilets to the venue, which were installed in time for the event that brought out some of Hollywood's biggest stars, including James Cameron, Leonardo DiCaprio, Jessica Alba and Serena Williams. The event included exclusive musical performances by talented artists Good Charlotte, Mia Maestro, and CAMP FREDDY and friends, a gifting lounge, and presentations from the Global Green committee for an exciting night that celebrated eco-awareness.

"I was so pleased to see the continued support for Global Green and its national initiatives," said Matt Petersen, Global Green USA President and CEO. "By raising awareness about the threats posed by climate change we can make a real difference. Americans can and must do something about climate change, and we can start by creating green buildings, schools, cities and communities."

Caroma used the event as a perfect opportunity to kick off their "One Flush Makes a Difference" program, a month long promotion where customers will get 50% off the list price purchase of a Caroma toilet. Coupons were included in the VIP gift bags distributed at the event, and will also be promoted online.

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This was the third consecutive Global Green pre-Oscar party for Caroma. "Working together with the Global Green committee and their celebrity supporters has proven to be beneficial to Caroma year after year," began Derek Kirkpatrick, Caroma North America General Manager. "It is the perfect opportunity to align ourselves with a great cause, and to spread our valuable water-saving message to a very important audience."



Caroma's Display at the Global Green Pre-Oscar® Party

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Since 1941, Caroma has been a world leader in quality and innovative toilet suites and washbasins. They were the first in the world to introduce the dual flush system and continue to provide water conserving toilet and urinal solutions to residential and commercial markets. With 47 WaterSense labeled toilets, more than any company in the industry, Caroma offers award-winning products that help preserve the world's most valuable resource – water. Combining quality, water saving innovations, and superior customer service, Caroma has been chosen by businesses and households worldwide for exceptional performance and stylish designs. Visit Caroma on the web at [www.caromausa.com](http://www.caromausa.com). For additional information contact DRS and Associates at 818.981.8210 or [www.drsandassociates.com](http://www.drsandassociates.com).

Global Green USA – the American arm of President Gorbachev's Green Cross International – was founded by Diane Meyer Simon in 1993. For the past seven years, Global Green has collaborated with the Hollywood community to raise global awareness of Smart Climate Solutions — from celebrities driving green cars to the Oscars to building green homes, buying green products and voting for green political leaders. Global Green is the only national environmental group headquartered in Southern California and has offices in New Orleans and Washington, DC.

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