

1. NEWS RELEASE

Method Announces New Nap Mat Project Aimed at Helping the Safety of Kids in San Francisco

2/22/21

SAN FRANCISCO, CA., Feb. 22, 2021/ Method has just announced their company's mission for the next couple years; replacing every last toxic nap mat from childcare centers in the entire city of San Francisco, which is approximately 30,000 mats. Young children, who are constantly growing and changing, eat and drink much more than adults, and are much more susceptible to chemical toxins. Method claims to want a healthy and safer nap time for all children in San Francisco. A recent study from the University of Colorado at Boulder and Toxic-Free Future shows that the removal of these toxic nap mats would greatly lessen a child's vulnerability to flame retardants and other chemicals linked with cancer, obesity and nervous system harm. Susan Nathan, manager of Method's Nap Mat Exchange Program states, "The program is just a reflection of our mission statement to provide for the people and the environment, that's what Method is all about."

About Method

Founded in 2000, method is the pioneer of premium planet-friendly and design-driven home, fabric and personal care products. Formulated with naturally derived, biodegradable ingredients, method cleaners put the hurt on dirt without doing harm to people, creatures of the planet. Today, method can be found in more than 40,000 retail locations throughout North America, Europe, Australia and Asia. In 2013, method reincorporated as a public benefit corporation, codifying that its corporate governance meets the highest standard of social and environmental ethics. Method, headquartered in San Francisco, is part of the People Against Dirty family, which also includes Ecover, the European-based line of ecological cleaning products.

2. MEDIA PITCH

Subject: New Nap Mat Project Aimed at Helping the Safety of Kids in San Francisco

Danny Kincaid,

My name is Christian Kupfer, PR manager of Method. As a popular reporter in San Francisco, I think what my company has been doing in the past few months and what we plan on doing in the future would be of interest to you. We are working to replace every last toxic nap mat from various childcare centers in San Francisco, approximately 30,000 mats. Our hope is that the people in our hometown are aware of the good we are doing for the community. Would you be interested in doing a story on our nap mat project?

Looking forward to your response!