



## **Press Release**

September 30, 2009

FOR IMMEDIATE RELEASE:

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### **Cali Bamboo Donates \$14,000 to Support Coastkeeper's Watershed Monitoring Program** *Contribution Will Help Restore Threatened Ecosystems, Safeguard the Local Economy and Protect Public Health*

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**SAN DIEGO, CA** —Cali Bamboo, a premier manufacturer of green residential and commercial building materials made entirely from bamboo, announced today its \$14,000 contribution to San Diego Coastkeeper (Coastkeeper) to support Coastkeeper's Watershed Monitoring Program. The donation will help Coastkeeper collect and test water samples; organize programs to educate and train the public; and post water quality information on the interactive watershed database wiki [www.sdwatersheds.org](http://www.sdwatersheds.org).

"Cali Bamboo's generous donation, will enable us to sustain a much-needed water quality monitoring program that will help protect public health, restore threatened ecosystems, and safeguard the local economy," said Bruce Reznik, Executive Director of San Diego Coastkeeper. "It's great to have another earth-friendly company supporting our efforts, and their own products are a true testament that they care about protecting the environment, which we value in a partner."

Coastkeeper's Watershed Monitoring Program is the only program in San Diego County that collects water quality data from throughout the region for the purpose of establishing baseline health; identifying changes over time; and communicating concerns about environmental and public health to the community. This knowledge—collected monthly with the help of 400 volunteers per year—can help prevent public exposure to dangerous toxins and bacteria; guide decisions that protect and restore threatened ecosystems; and safeguard the local economy by ensuring that waterways are safe for nearly 27 million beachgoers every year.

Through “1% for the Planet,” Cali Bamboo provides one percent of its annual revenues towards environmental groups around the United States, thereby setting an example for the rest of the business community.

“Not only is it our mission to do our part as a company to protect the environment, but a lot of our staff enjoy spending time at the beach; so contributing to a program that aims to improve our local waters was important to us,” said Jeff Goldberg, CEO of Cali Bamboo. “As we continue to provide products made from renewable resources, we applaud organizations like San Diego Coastkeeper that are helping to create a healthier planet as well.”

Ultimately, this donation will help Coastkeeper protect and restore San Diego’s beaches, bays, watersheds and oceans, as well as provide valuable public health benefits to residents and visitors.

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Founded in 1995, San Diego Coastkeeper protects the region’s bays, beaches, watersheds and ocean for the people and wildlife that depend on them. We balance community outreach, education, and advocacy to promote stewardship of clean water and a healthy coastal ecosystem. For more information, visit [www.sdcoastkeeper.org](http://www.sdcoastkeeper.org). To view water quality information visit [sdwatersheds.org](http://sdwatersheds.org).

San Diego-based Cali Bamboo manufactures green building products for residential and commercial projects made entirely from bamboo; one of the world’s most durable, sustainable and renewable materials. Founded in 2004 by Jeff Goldberg and Tanner Haigwood, the company is fast becoming one of the shining examples of how individuals, businesses and communities can implement stylish architectural and interior designs without impacting the environment. For more information, visit [www.CaliBamboo.com](http://www.CaliBamboo.com)