



### CRRA and CPSC Announce Sponsorship Agreement

Sacramento, CA 3/9/09 The [California Resource Recovery Association](#) and the [California Product Stewardship Council](#) have established a reciprocal sponsorship agreement.

“Product Stewardship is a critical resource conservation and zero waste strategy that has tremendous potential to lift the burden of increasingly expensive, and environmentally damaging product management from California’s local communities,” said Julie Muir, CRRA President. “We’re glad to support CPSC in their highly focused mission to make extended producer responsibility a reality in California.”

“2009 is going to be a big year for extended producer responsibility legislation in California”, said Heidi Sanborn, CPSC Executive Director. “I look forward to having active participation from CRRA members, who have such a stake in this issue.”

Both associations will promote each other through brand placements at their web sites and on other assets. Additionally, CPSC will hold its annual meeting at [CRRA’s August 2-5 conference in Rancho Mirage](#).

*CRRA (founded 1974) is a non-profit 501(c)(3) organization dedicated to promoting waste reduction, reuse, recycling, pollution prevention, and composting. CRRA works to expand markets for recycled materials, promotes sustainable materials policies and is a clearinghouse for information, innovation, and industry and governmental initiatives.*

*CPSC (founded 2005) is a 501(c)(3) non-profit public benefit California corporation dedicated to shifting California’s product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.*

**Contacts:**

Bob Gedert, Executive Director, CRRA  
[BobG@crra.com](mailto:BobG@crra.com)  
916-441-7227  
[www.CRRA.com](http://www.CRRA.com)

Heidi Sanborn, Executive Director, CPSC  
[heidi@CalPSC.org](mailto:heidi@CalPSC.org)  
916-480-9010  
[www.CalPSC.org](http://www.CalPSC.org)