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FOR IMMEDIATE RELEASE

Go Green with One Small Step: Eco-Gifts that Give Back

Oakland, CA - 12/15/2009 - If you're going green for the holidays, your best first step toward finding the perfect eco-stocking stuffers for the loved ones on your list is checking out a new San Francisco Bay Area online retailer called One Small Step (www.OneSmallStep.com). Started by a mom on a mission to green her family's lunches, One Small Step has built an impressive offering of all things gift-y and green. "For people who want to make a difference with their giving," said One Small Step Founder Renata Bodon, "our online store is a great resource."

"We offer many gifts that are very sustainable, reusable and prevent unnecessary throw-aways," Bodon, an Oakland, Calif. resident and mother of two, explains. "I decided to call my company 'One Small Step,' because choosing eco-products like the ones we offer is a great way to easily transition towards more sustainable living."

Bodon started her San Francisco Bay Area green business when she realized how challenging it can be for parents to find no-waste lunchware. "My daughter's school required us to bring no-waste lunches, but finding the right containers, bags, etc... to replace all those plastic bags we had grown used to, proved to be quite a challenge," Bodon explains. "That's why I started One Small Step: to make it easier to find these green products all in one place instead of hunting all over."

The amount of waste generated by a typical American family during the simple act of eating lunch away from home five days a week is shocking. About 4,320 pieces of trash end up in the landfill unnecessarily when a typical family uses paper napkins, plastic bags, plastic utensils, pre-packaged foods and other throw-aways, according to a 2009 no-waste lunch study by ECOlunchboxes.com. The cost of using these disposables also is considerable, amounting to hundreds of dollars annually.

To make it easier for families to remove disposable plastic bags from their life, One Small Step has put together a "No More Plastic Bags Deluxe Kit". It contains the newest alternatives to plastic bags for snack time, lunch time and traveling — as well as a few other lunch essentials. Bodon says "This is the kit I wish I had when I started my search for reusable items. These are our most popular items. No other store offers all of these products."



In addition to offering sustainable lunchware food containers and lunch bags from ECOLunchboxes, Klean Kanteen, snackTAXI and much more, Bodon has added hard-to-find eco-supplies, such as stainless steel straws, the Arvee EcoStapler that staples without using staples and other great stocking stuffers.



Can we save our planet during lunchtime?

We use only recycled packaging! 

“A gift from One Small Step isn’t just a gift for a loved one; it’s a gift for the earth as well, because it’s a gift that truly keeps on giving,” Bodon says.

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For more information, please visit www.OneSmallStep.com or contact Renata at renata@onesmallstep.com or 510-301-1741. Art available upon request.