



**For Immediate Release**

Contact Michael Kooi, Sustainable Twin Ports  
218 727-3017 / mike@mkooi.com

**SUSTAINABLE TWIN PORTS, LOLL DESIGNS WILL HOST  
“GREEN CARPET GALA” TO PROMOTE SUSTAINABILITY**

**Documentary Film Screening and Discussion Aims to Increase Awareness and Adoption of  
Sustainable Practices among Northland Businesses**

**(Duluth, Minn. – Oct. 9, 2014)** Sustainable Twin Ports (STP) and Loll Designs announced today that the two organizations will partner to host a “Green Carpet Gala” in late October for local businesses interested in learning more about sustainable business practices. The event will feature a screening of the documentary film, “So Right, So Smart,” and a brief panel discussion about how the business case for sustainability can be put into action in the Northland. It will take place on Wednesday, October 29, from 5 p.m. to 8 p.m. at the Zeitgeist Arts Building.

Admission to the event is by invitation only. Business owners and managers who are interested in attending should contact STP by e-mailing [info@sustainabletwinports.org](mailto:info@sustainabletwinports.org). Space is limited.

“So Right, So Smart’ tells the story of how some of the most recognizable companies in the U.S. achieved their success because they adopted sustainable practices – not in spite of doing so,” explains Cara Lindberg, board president for STP, a local nonprofit that provides sustainability training to Northland businesses and organizations. “Loll Designs is a perfect model for how to do that here in the Northland, and we are so excited to partner with them in sharing this story with local businesses and organizations.”

-MORE-



## STP-LOLL EVENT/ADD ONE

“At Loll, we have achieved the benefits of sustainability first-hand through building low environmental impact facilities on former brownfields, pursuing energy, manufacturing and waste reduction efficiency, and drawing dedicated employees from within our community,” Greg Benson, CEO of Loll, an award-winning maker of outdoor furniture made from 100 percent recycled high density polyethylene (HDPE). “In STP, we’ve found the perfect partner to help us grow that knowledge and share our experiences with local businesses interested in getting on a sustainable path.”

STP’s sustainability training program is based on the internationally recognized Natural Step framework. The next training session will begin in March of 2015 training will begin in. Graduates of the training include St. Luke’s Hospital, Jamar Company, and the City of Duluth – among others. Interested businesses and organizations can download applications at <http://www.sustainabletwinports.org>.

##

### **About Loll Designs**

Loll Designs is an award-winning designer and manufacturer of outdoor furniture made from 100 percent recycled high density polyethylene (HDPE). Founded by Minnesota natives Tony Ciardelli and brothers Dave and Greg Benson, the company grew out of the desire to reuse and recycle excess materials created by TrueRide, the trio’s former skate park design and construction company. Loll products are offered at 110 stores in the U.S., as well as at 20 stores in Canada and four in Mexico. Located in Duluth, Minnesota, along with sister companies [Epicurean](#) and [Intectural](#), the company and all that it has become are now referred to (quite seriously) as *Good Sheet*. More information about Loll can be found at [www.lolldesigns.com](http://www.lolldesigns.com).

### **About Sustainable Twin Ports**

Sustainable Twin Ports aims to accelerate the adoption of sustainable practices by businesses, civic organizations, our neighbors and our community. We do so by providing sustainability training and consulting services, and by conducting public education and outreach through special events and strategic partnerships. Founded in 2008, STP is a nonprofit organization powered by volunteers and the desire to take positive action toward creating a sustainable future for everyone in the Western Lake Superior region. To learn more about us, or to support our efforts financially, please go to [www.sustainabletwinports.org](http://www.sustainabletwinports.org).