



MEDIA ADVISORY

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“SO RIGHT, SO SMART IN THE TWIN PORTS” FILM SCREENING AND GREEN CARPET GALA

What: Sustainable Twin Ports (STP) and Loll Designs will host a “Green Carpet Gala” for local businesses interested in learning more about sustainable business practices. The event will feature a welcome reception, 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. **Loll and STP will also announce an exciting new opportunity for small, emerging businesses in the region.** There will be multiple opportunities for photos and video.

Where: Zeitgeist Center for Arts and Community, 222 E Superior St, Duluth

When: Wednesday, October 29, 2014

4:30 p.m.	Check and ribbon-cutting ceremony
5:00 p.m.	Welcome reception/networking
6:00 p.m.	Special announcement, then film screening
7:30 p.m.	Brief panel discussion featuring local business and civic leaders

Who: Panelists will include Loll Designs CEO Greg Benson, Duluth City Counselor Emily Larson, Vikre Distillery Co-founder Joel Vikre, and STP Board President Cara Lindberg. Moderator: Rosie-Loeffler-Kemp.

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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.

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.