



Cot'n Wash, Inc.  
2 Logan Square, Suite 1825  
Philadelphia, PA 19103

TEL 800.355.9274  
TEL 215.567.3838  
FAX 215.567.8815

EMAIL [info@dropps.com](mailto:info@dropps.com)  
URL [www.dropps.com](http://www.dropps.com)

Contact:  
Kendra Boccelli  
Boccelli & Co.  
O: 978.499.0844  
M: 617.645.3205  
[kboccelli@mac.com](mailto:kboccelli@mac.com)

## **Dropps™ Plays Starring Role in the 2008 Film Independent Spirit Awards Official Ceremony Gift Bag**

*Young Company Shines Spotlight on Environmental Waste Associated with Traditional Laundry Detergents*

**SANTA MONICA, CA - FEBRUARY 27, 2008** - Dropps™ - the new, super-concentrated, eco-friendly liquid laundry detergent that comes in dissolving "toss-and-go" pacs—announced today that it was featured in the official Ceremony Gift Bag for the 2008 Film Independent Spirit Awards, the annual beachside fete taking place in Santa Monica, California the day before the Oscars. Produced by On3 Productions, the official ceremony gift bag was provided to all ceremony attendees including Javier Bardem, Host, Rainn Wilson, and Presenters: Alan Arkin, Jason Bateman, Kate Beckinsale, Maria Bello, Cate Blanchett, Zach Braff, Maggie Cheung, Patricia Clarkson, Bryan Cranston, Matt Dillon, Shareeka Epps, Jon Hamm, Josh Hartnett, Felicity Huffman, Allison Janney, Lisa Kudrow, Eva Mendes, Ellen Page, Ryan Reynolds, Amy Ryan, Meg Ryan, Keri Russell, Julian Schnabel, Kerry Washington, Dennis Quaid, John Waters, Forest Whitaker, Tom Wilkinson, Steve Zahn and many others.

"Film Independent's 2008 Spirit Awards is a celebration honoring filmmakers who embody independence and who dare to challenge the status quo, something we also strive to do," said Jonathan Propper, creator of Dropps. "A big part of our mission is to make saving the planet easy and fun and to make everyday chores more convenient so there is more time to enjoy the movies."

The makers of Dropps put a lot of thought into creating a truly "green" product, addressing not just what is in the package, but also the packaging itself. Dropps' new packaging - a convenient and lightweight stand-up pouch - is much more energy efficient than the traditional laundry jug. By offering a low impact alternative to traditional liquid laundry detergents, Dropps helps consumers minimize their personal footprint on the environment. Dropps is biodegradable and NPE- and phosphate-free, and is the only liquid laundry detergent that conserves water, plastic and energy.

Dropps can be purchased at select Target, Wal-Mart, and Whole Foods stores or online at Amazon.com or [dropps.com](http://dropps.com). Dropps are sold in 20-load and trial packages in Fresh Scent and Scent + Dye Free varieties.

**About Film Independent's 2008 Spirit Awards**

Film Independent's 2008 Spirit Awards is a celebration honoring films made by filmmakers who embody independence and who dare to challenge the status quo. Televised in millions of homes and covered internationally by the press, the Spirit Awards has become the vanguard event in independent film, recognizing the achievements of independent filmmakers and promoting independent film to a wider audience. [www.filmindependent.org](http://www.filmindependent.org)

**About Dropps™**

For savvy laundry doers who seek convenience with a conscience, Dropps offers low-impact cleaning solutions that minimize our footprint on the environment. Unlike other premium liquid laundry detergents sold in plastic bottles, Laundry Dropps toss-and-go pacs conserve water, plastic and energy. For more information, please visit [www.droppps.com](http://www.droppps.com).