

## 17<sup>th</sup> annual awards

Recognized as a company that incorporates environmental business practices and sustainable products, Sophyto is invited to take part in the 17th Annual Environmental Media Association (EMA) Awards, a star-studded, elegant and unique awards ceremony and organic dinner that will take place on Wednesday, October 24, 2007, at the Ebell of Los Angeles. Over 1,000 environmentally concerned leaders and celebrities from the entertainment, business and environmental communities convene for EMA's annual celebration.

Not even launched and the word is already out, Sophyto will be donating their highly acclaimed range of organic skincare to one of the lucky winner's of EMA's Silent Auction. The founder of Sophyto Karen Sinclair Drake commented "linking the power of celebrity to environmental awareness can definitely effect change in a positive direction and is something we all need to be part of. We thank EMA for recognizing our efforts and of course for loving the products enough to be invited".

The Environmental Media Association mobilizes the entertainment industry in educating people about environmental issues, which in turn, inspires them to take action. The **EMA Awards** honor film and television people, productions, musicians and musical tours that convey environmental messages in the most creative and influential ways. Past honorees include Keely Shaye Smith and Pierce Brosnan, Blythe Danner, Ted Danson, Daryl Hannah, Maroon 5, Alanis Morissette, Willie Nelson, Edward Norton, Red Hot Chili Peppers, Rob Reiner, John Travolta and former Vice President Al Gore.

Through their partnerships, this year's event will be televised nationally by E! Entertainment and also worldwide by BBC International. For more information please see their website [www.ema-online.org](http://www.ema-online.org).