



**CITY OF  
COLUMBIA**

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**Contact: Public Relations, Marketing, and Media @ 803.545.3020**

## **Terracycle CEO to “Talk Trash” at 2010 SC Green is Good for Business Conference**

Eco-rock star Tom Szaky, founder and CEO of \$40 million company Terracycle, will deliver the keynote address during the fourth annual Green is Good for Business Conference, which will be held on September 14, 2010, from 8:30am until 7pm at the Columbia Metropolitan Convention Center (1101 Lincoln Street).

Founded by a 19 year old Szaky in 2001, TerraCycle started as an organic fertilizer company and has grown into a multi-category, eco-friendly powerhouse. TerraCycle enables consumers to collect waste which it then upcycles into thousands of various consumer products that are sold at the world's biggest retailers, including Wal-Mart and Whole Foods. TerraCycle has been named the producer of the most eco-friendly products in America and has won over 100 environmental and social awards.

Keeping with the Green is Good for Business theme, Szaky will discuss a new approach to business, an "ecocapitalism" based on a "triple bottom line." Szaky says that every business should aspire to be good for people, good for the environment, and good for profits. During his address, he will show how reaching the first two goals can help in the attainment of the third. Afterwards, he will sign copies of his book, Revolution in a Bottle: How TerraCycle Is Redefining Green Business.

Following Szaky's keynote address, the Green is Good for Business Conference will feature breakout sessions to help workplaces improve their environmental footprint, an Alternative Fuel Vehicle “Ride and Drive,” and a Green Expo featuring green product vendors and environmental non-profits. From 5pm to 7pm, the Greater Columbia Chamber of Commerce will feature Business After Hours at the Green Expo, offering free admission, door prizes and complimentary hors d'oeuvres.

SCDHEC and the City of Columbia are coordinating this year's SC Green is Good for Business Conference. Registration is \$50, or \$40 for three or more attendees from the same workplace. [Click here to download the brochure](#). Additional information is available at the City's Climate Protection Action Campaign website: <http://www.coccpac.com>.

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