



FOR IMMEDIATE RELEASE

## **Picasso's Launches "Green-Together" Products at City of Hope's Walk for Hope, October 25**

### **New Bottle Box™ Helps Reduce Carbon Footprint and Demonstrates Picasso's Commitment to the Community**

Irwindale, CA. (September 30, 2009) – From the staff uniformed in organic cotton to solar powered generators at catering events, Picasso's Café, Bakery and Catering Company is making great strides in their goal to become the most "green" café and catering company in the San Gabriel Valley. Over the last few years Picasso's has implemented a number of ambitious climate-friendly policies and introduced several eco-friendly products to the café and its catering services. But perhaps the most innovative product used by Picasso's is the new Bottle Box™ by Direct Pack Inc., made from recycled water bottles gathered from local recycle centers.

Picasso's will debut its first ever product from the true "plastic bottle to box" recycling process with the introduction of "Picasso Power Meals" at City of Hope's Los Angeles Walk for Hope in Duarte on October 25. Picasso's "Salute to Survivors" and "Victorious Veggies" gourmet box lunches will be available for LA Walk for Hope participants to pre-order online or to purchase at the event. These lunches will be presented in Picasso's exclusive "Green Together Bottle Box™" made from 100% post consumer recycled PET beverage bottles. Picasso Power Meals will also contain a recycled napkin and water-based ink printed label seal showcasing how Picasso's is taking steps to bring the community together to help sustain our environment while fighting breast cancer.

"This is an exciting time for Picasso's Catering and our restaurant because these types of products are beyond a fad and beyond a trend. The Bottle Box™ has never been readily available before now," said Vincent DeRosa, President, Picasso's Cafe, Bakery and Catering Company. "We like being the leader locally in our industry by setting the benchmark for other institutions who may wish to go green and model after us. Together with City of Hope, we're working toward the goal of going green with the perfect opportunity to introduce this product to Los Angeles."

"It's encouraging to have a second generation family-owned catering and café industry leader in the San Gabriel Valley as our local source to debut the Bottle Box™," said Craig Snedden, president, Direct Pack, Inc. "This event is a perfect example of the Southern California customer disposing of their water bottles and the box being born again into the same community to serve gourmet food. Local businesses like Picasso's and City of Hope do what they can to help sustain the environment while finding ways to reduce our carbon footprint."

"We're proud to build relationships with businesses like Picasso's and excited to provide an environmentally friendly food option to our event participants," said Courtney Webb, assistant director, national events, City of Hope.

Walk for Hope will unite thousands of cancer survivors, families and friends in an inspirational walk through the scenic City of Hope campus and raise funds for research, treatment and education for

City of Hope's Breast Cancer Program.. The event will feature live music, concessions from Picasso's Café, Bakery and Catering Company, giveaways and a Survivors' Pavilion to honor those who have battled breast cancer. Registration begins at 8 a.m. and the walk begins at 10 a.m. To register, donate or raise funds, visit [www.walk4hope.org/la](http://www.walk4hope.org/la).

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**About Picasso's Café, Bakery and Catering Co.**

*As the community's largest local private catering company with over 20 years of business, Picasso's is focused on providing our guests with quality food products and events, consistent service at a competitive price. Picasso's commitment is to be an active, responsible leader in the community and to support the growth of the community. Picasso's is committed to express gratitude daily by being a shining example of the restaurant industry through catering donations, monetary sponsorships, volunteer work and support of local nonprofit groups and organizations and nationwide relief efforts. For more information, visit [www.PicassosCafe.com](http://www.PicassosCafe.com)*

**About City of Hope**

*City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer and urology by U.S. News & World Report. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit [www.cityofhope.org](http://www.cityofhope.org).*

**About Direct Pack Inc.**

*Direct Pack Inc., a subsidiary of PMC Global, Inc., is an integrated manufacturer of thermoformed products made from PET, PP and NatureWorks® (PLA) which are used uniquely to make Ingeo. Ingeo is a natural material for packaging made from plants instead of petroleum. DPI specializes in custom designed, environmentally sustainable packaging, for sales to Supermarket chains, QSR, food processors for bakery, fresh cut produce, deli and confectionery For more information, visit [www.directpackinc.com](http://www.directpackinc.com).*

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