



**INNOVATIVE  
CLEANING TECHNOLOGIES**

Contact: Requill Buchanan  
Betco® Corporation  
Phone: 419-725-3802  
Fax: 419-321-1954

1001 Brown Ave.  
Toledo, Ohio 43607

Betco® Corporation

# Press Release

## **Betco® Hosts Webcast to Celebrate 20<sup>th</sup> Anniversary of Green Earth® Brand**

**Betco® Corporation, Toledo, OH-** Betco's Green Earth® brand is celebrating 20 years! As a leader in the green cleaning movement since 1990, Betco® is dedicated to promoting environmental, sustainability efforts and green practical solutions. To celebrate Green Earth's 20<sup>th</sup> anniversary **Betco is hosting a free webcast for end-users and distributors April 19, 2010 at 11:00 AM EST on sustainable cleaning practices.**

The first 200 people who register and attend will receive a free t-shirt to commemorate Green Earth's 20<sup>th</sup> anniversary. To register for Betco's informative webcast please visit [www.betco.com](http://www.betco.com). The registration link is located on Betco's homepage. John Reed, Betco's Director of Sustainability and Training will be conducting this live webcast. John is a CIMS and LEED A.P. Certified Expert.

Betco® Corporation is a global brand name in institutional cleaning. Betco engineers innovative cleaning technologies and programs that enhance productivity, cut labor costs, and save money. The Betco bundle includes a complete green cleaning program, durable equipment line, and versatile chemicals. Betco's dedication to cleaning for a healthier environment keeps us focused on engineering more products that have a reduced impact on the environment. For information about Betco's products and services please contact customer service @ 1-888-GO BETCO or visit [www.betco.com](http://www.betco.com).

For Release 11 a.m. EDT, April 12, 2010