

**Press Release:  
For Immediate Release**

To All Media:

**“The Earth Machine™ has arrived in  
The City of Bloomington**

Turn over a new leaf this season with your very own Backyard Composter hosted by White River Co-op and The Center for Sustainable Living. Up to 1,250 Earth Machines™ will be available to City of Bloomington residents on a first come, first serve basis. Composters sell for only **\$50.00** tax included, a significant savings from the regular **\$100.00** retail price.

Based on EPA studies, you can divert approximately 650lbs of waste per year. This composted material can be used as a rich soil additive for lawns and gardens. Cash or check sales will be made on site.

This truckload sale of backyard composters will take place on Saturday September 20, 2008 from 9:00 am to 4:00 pm at the following location(s):

- White River Co-op parking lot, 1305 W. Bloomfield Rd.

**For further information of composting and composter sale, please contact:**

Norseman Plastics Limited or  
1-800-894-8397  
or check out our Web Site at  
[www.earthmachine.com](http://www.earthmachine.com)

White River Co-op and The  
Center for Sustainable Living  
Phone # 812-323-4785 or  
812-331-2726

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White River Co-op and The Center for Sustainable Living has launched a backyard composter program for homeowners. Through this program, residents can purchase the Earth Machine™, a home composter for only **\$50.00 tax included**, a savings of over \$50.00 from the regular retail price.

Homeowners can use the Earth Machine™ to compost fruit, vegetable scraps, crushed eggshells, tea bags, coffee grounds and filters from the kitchen. Add layers of mulched leaves, dried grass, garden plants, old potting soil and soft plant stems from the garden and with a little maintenance and care, on about three months, the compost is broken down naturally into humus, which homeowners can use to enrich the soil in their gardens.

“The Earth Machine™ is a very user-friendly, earth-friendly device”, says Doug Hill, General Manager of the Environmental Products Division of Norseman Plastics – the manufacturer and global distributor of the Earth Machine™. “We are delighted to strive for a healthier environment, divert waste from the landfills and, at the same time, introducing people to the pleasures of making soil right in their own backyards!”

## Attention Gardeners in The City of Bloomington

The Earth Machine™, North America's most advanced backyard home composter has arrived in the City of Bloomington. Now you can purchase the Earth Machine™ for only **\$50.00 tax included**. The regular retail price is \$100.00.

Homeowners can use the Earth Machine™ to compost fruit and vegetable scraps, crushed eggshells, tea bags, coffee grounds and filters from their kitchens and leaves and grass from their yards to create rich humus for their lawns and gardens.

On Saturday, September 20<sup>th</sup>, White River Co-op and The Center for Sustainable Living will be hosting a special Truckload Sale of the Earth Machine™ backyard composter at:

- White River Co-op parking lot, 1305 W. Bloomfield Rd.

This sale will be for one day only from 9:00 am to 4:00 pm  
Rain or Shine!

The Earth Machine™ is a very user-friendly device and we are delighted to introduce people to the pleasures of making a rich soil for their gardens and reducing the amount of waste going to landfill at the same time.

The unit features an efficient round design which controls, moisture, heat and ventilation. The twist locking lid system and side vents, are large enough to allow air circulation but small enough to be rodent resistant. The strong twist pegs fasten the unit securely to the ground. Its advanced design can turn kitchen and yard waste into a good rich soil in as little as 6 to 8 weeks.

The Earth Machine™ backyard composter is manufactured by Norseman Plastics, and has been brought to over 3,000 municipalities in the United States, Canada and the U.K.

## Public Service Announcement Backyard Composter Truckload Sale

On Saturday, September 20<sup>th</sup> at the White River Co-op parking lot, 1305 W. Bloomfield Rd., the White River Co-op and The Center for Sustainable Living is proud to host a truckload sale of backyard composters. Get your Earth Machine™ between 9:00 am and 4:00 pm for only **\$50.00** tax included (cash and checks only please).

Support the environment, by composting your kitchen waste, grass and leaves, into humus, soil adamant that can be used in place of chemical fertilizers, topsoil and mulch.

The Earth Machine™ composter, normally retailing as about \$100.00 is the top selling composter in North America. It is convenient, “no turning required”. The design with locking lid also allows easy harvesting of compost through a sliding door. The strong but light “recycled plastic” construction, and simple snap together assembly will ensure it fits into your car. Come on out and drive home with an Earth Machine™.

## Fact Sheet

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1. Because of the merits of backyard composting, White River Co-op and The Center for Sustainable Living is hosting a composting event.
  2. Over 600lbs of organic yard and kitchen materials can be diverted per home through backyard composting.
  3. Source reduction through backyard composting saves valuable landfill space.
  4. Backyard composting reduces organic materials going to landfills, thereby reducing the production of methane gas as harmful greenhouse gas.
  5. Residents save their municipalities valuable tax dollars by composting at home. Backyard composting is much cheaper than municipal collection and disposal.
  6. Compost is great soil amendment for lawns, gardens, potting soils etc.
  7. Composting can reduce home owner trash at the curb by 25% to 40%
  8. Compost can also save you money by: reducing your trash, providing free soil amendment, and by retaining soil moisture, you will save on your water bills.
  9. Residents can make a difference. Leaves, grass and kitchen scraps represent 30% of the material going to landfills.
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**VISIT  
EARTHMACHINE.COM  
FOR MORE INFORMATION!**