

Contact: Tracy Hepler
Tel: (818) 943-0136
Email: RSVP@yourdailythread.com
Website: yourdailythread.com/earth-day/

YOUR DAILY THREAD.COM CELEBRATES THEIR OFFICIAL LAUNCH AND EARTH DAY
AWARENESS WITH PINK CLOUD EVENTS AT BP's HELIOS HOUSE.

Please Save the Date: April 4, 2009 5:00 p.m. - 10 p.m.

Los Angeles, California (March 27) - Tracy Hepler and Lauren Johanson are proud to announce the official launch of YourDailyThread.com, L.A.'s newest hub for green living in Los Angeles. To celebrate the launch and bring awareness to L.A.'s upcoming Earth Day activities, YDT is throwing a private party with Pink Cloud Events at the iconic solar-powered BP Helios House gas station on Olympic and Robertson.

The station will be shut down to bring together an eclectic group of influential and inspiring people who care about the planet and know how to have fun too.

"BP's Helios House is pleased to shut down its pumps for one night in celebration of Earth Day and to provide a venue where BP can continue to encourage 'green' education in the Los Angeles community and engage the next generation of thought leaders," says Nicole Dotts, Site Director for Helios House.

Event Highlights Include:

5:00 – Food station compliments of *Le Pain Quotidien* and *Real Food Daily*. Music by DJ Kent Campbell

5:30 – Light movement class led by Hillary Rubin (no yoga attire or mats needed.)

6:00 – Hosted bar opens compliments of *Veev*, *New Belgium Brewing Company* and *Honest Tea*.

6:45 – DJ Kai Nygard.

8:00 -- Live auction of a "green date" with yourdailythread.com co-founder Lauren Johanson *benefiting Treepeople.org* and a *Schwinn* bicycle giveaway for participants that ride share

8:30 – Teenage DJs Sensations "The Take Under" (myspace.com/thetakeunder) hit the stage with a special music and LED laser light performance.

Additional sponsors include Harvey's, Polite in Public, Fresh-Pressed, Puregenics, Pure Water Technologies, Botanist 22, SMS Bio Diesel Generators, Earth-Saver, Deliver LA, The Floating Bed, Ride Amigos and Green Roots. The event will also display a site specific art installation from Meagan Mattingly (<http://www.meaganmattingly.com/>).

The event is not only celebrating the launch of this exciting new site, but also informing the community about Earth Day celebrations and bringing green leaders together to share this information. The YDT team will be creating an Earth Day Center that will include an on-site calendar and information about the various events taking place throughout Los Angeles in the month of April.

"Sustainability is our generation's call to action and Your Daily Thread is thrilled to be a new voice and resource for those who are willing to answer it. The site is about bringing the isolated communities of Los Angeles under one roof to talk about issues that unite us all," says Tracy Hepler, the co-founder of YourDailyThread.com. Partner, Lauren Johanson chimes in: "We want to challenge the way we see our world - unravel the old threads that bind us and then sew us back up in a new and whole way."

YDT will be unveiling two new features on the website: a new online community forum with minimal censorship on green products and services in LA neighborhoods, and the two founders will also go head-to-head monthly face offs on what is relevant and edgy to the young green community. Their first heated debate on Monavie's "wonder drink" is up on YourDailyThread.com now.

About Your Daily Thread:

YourDailyThread.com is an online magazine for the eco-curious with a free daily email, events calendar and social forum. The founders of Your Daily Thread are tastemakers of L.A.'s green scene. Like yin and yang, this duo of the blonde westsider Lauren Johanson and brunette eastsider Tracy Hepler cover the streets of LA, distilling through the onslaught of green products, marketing campaigns, events and services to share what works and doesn't for Angelenos like you. These girls can glam up with the latest eco-fashion or get down and dirty with worm composting. And isn't that the beauty of yin and yang? It's all about balancing what intrigues our minds, fuels our passions and makes us feel a part of the community around us. The best part is that it's all going on right in your backyard. It's not a far removed, global issue that's too big to tackle: it's the little day-to-day things - and it's fun, fashionable and frisky too.

About Pink Cloud Events:

Pink Cloud Events is a sustainable lifestyle marketing and event production company based in Los Angeles that specializes in pairing brands and organizations with fine artists and eco-friendly resources. Founded in 2006, Pink Cloud and its founder Sarah Shewey have been featured as green event experts on NPR's Day-to-Day program, Discovery's Planet Green show "Alter Eco" hosted by Adrian Grenier, and many other media outlets. Pink Cloud has brought together hundreds of thousands of people to participate in a modern, mobilized community where sustainability, art, and social justice live harmoniously with thriving business models and cultural traditions. Previous events produced include the Abbot Kinney Festival's Green Lifestyle Area, the Opportunity Green Business Conference, and the Downtown Los Angeles Fashion Show at Vibiana Cathedral. For more information, visit www.pinkcloudevents.com.

About BP's Helios House:

BP's Helios House is a new kind of gas station designed to explore ways to make buying petrol on the forecourt a little greener and the consumer experience a little better. Staffed by specially trained personnel called the Green Team, Helios House is intended to inform BP customers about ways they can help protect the environment by offering small, eco-friendly lifestyle tips which can be demonstrated on-site (the facility has sustainable water, light and landscaping systems actively in use). Helios House is testament to BP's commitment to balancing society's need for energy with a responsible approach to the environment and is focused on two principles: sustainability and environmental education.

BP's Helios House is the first gas station in the US to be submitted for LEED (Leadership in Energy and Environmental Design) certification, the nationally-accepted benchmark of the U.S. Green Building Council, which verifies the design, construction and operation of high performance green buildings. Constructed from recyclable and sustainable materials, Helios House exceeds current environmental standards for on-site water collection and uses 16 percent less electricity than traditional stations.

About Harvey's:

Harveys Industries, Inc. is based in Santa Ana, California, and was started by husband and wife team, Dana and Melanie Harvey. While installing seatbelts into their 1950 Buick, Dana was inspired to make Melanie a matching handbag and produced the first Harveys Seatbeltbag. The rest was history. Harveys is committed to producing bags of superior quality using the finest and most durable American-made materials. The bags are available in over 30 different silhouettes, 50 colors and patterns, and available at Harveys retail stores, seatbeltbags.com and department stores worldwide.

###

If you would like more information about this event or to schedule an interview with Your Daily Thread or Pink Cloud Events please contact Tracy Hepler at (818) 943-0136 or email Tracy@yourdailythread.com

For more information about the event, please visit <http://yourdailythread.com/earth-day/>