

Boulder Entrepreneurs Awards Announced at Naturally Boulder Days 2009 Conference

Boulder, Colo., Sept. 2, 2009, 8 p.m. — The Naturally Boulder Days 2009 conference kicked off its fifth year this evening with the presentation of four awards -- one to a Boulder entrepreneur and three to local companies -- at the event's first-ever Opening Night Awards Dinner.

Mark Retzloff, chairman and co-founder of Aurora Organic Dairy, received the Lifetime Achievement award; Mix1, a nutritional beverage company, received the Best Young Business award; Eco Products, the nation's leading producer of compostable food service ware, received the Company of the Year award; and **Community Food Share, Boulder County's food bank, received the Local Hero Award.**

The 2009 event, "Driving Through Turbulent Times," is the nation's only conference designed specifically for natural and organic product entrepreneurs in partnership with a city economic development initiative. This year's conference has drawn more than 300 attendees at the Millennium Harvest House hotel.

The 2009 Naturally Boulder Days agenda showcases several nationally recognized speakers, led by Dr. Frederick Kirschenmann, distinguished fellow with the Leopold Center for Sustainable Agriculture and president of Stone Barns Center for Food and Agriculture, who will present the keynote address Thursday morning, Sept. 3.

Naturally Boulder Days is a collaborative effort of the City of Boulder, the Boulder Economic Council and Boulder's natural and organic business community aimed at strengthening Boulder's position as a national center for entrepreneurship in the natural and organic products industry.

Additional Information about Awardees:

Lifetime Achievement Award - Mark Retzloff Mark Retzloff is chairman and co-founder of Aurora Organic Dairy and a pioneer in the organic and natural foods industry. In 2003, he co-founded Aurora Organic Dairy and currently serves as Chairman. He started his 40-year career in natural products in 1969 as a co-founder of Eden Foods, and has since participated in the start-up and management of several leading natural and organic foods companies, including Alfalfa's Market and Horizon Organic Dairy. Mark actively shares his knowledge and experience as a board member and partner to emerging organic products companies and has been honored with several industry leadership awards.

Best Young Business - Mix 1

mix1 is a beverage company providing high quality, all-natural products that support health, wellness and performance through functional nutrition. mix1's current product portfolio includes an enhanced protein pre/post-workout and meal replacement shake, available in tangerine, mango, blueberry-vanilla, key lime and mix-berry; and a high-antioxidant fiber drink with the antioxidants of nine servings of fruits and vegetables, as well as eight grams of fiber, available in dark-berry and orange twist. All mix1 products are offered in 11-ounce bottles. Wes Brasher, Dr. James Rouse, N.D., and Greg Stroh co-founded the company in Boulder, Colo., in 2006 based on inspiration from the active, healthy lifestyles they enjoy in their home state. mix1 products are sold Kroger, GNC, Vitamin Shoppe, Whole Foods Market, King Soopers, Meijer, HEB, Stop & Shop, Fred Meyer, Ralphs, Amazon.com, Lifetime Fitness, and 24 Hour Fitness, to name a few. For more information, visit www.mix1life.com.

Company of the Year - Eco Products

Eco Products is the nation's leading producer of compostable food service ware made from plants. Eco-Products offers a one-stop shop for single-use — yet eco-friendly — disposables. The company offers a full line of biodegradable and compostable food service ware, including cold cups, hot cups, plates, bowls and cutlery, all made from renewable resources designed to completely break down in compost facilities. For more information, visit www.ecoproducts.com.

Local Hero Award - Community Food Share

Community Food Share exists to ensure that no one in Boulder and Broomfield counties go hungry. Now in its 28th year of service, Community Food Share distributes food to those in need through a network of 57 Member Agencies including food pantries, soup kitchens, shelters and emergency food box programs, and several Direct Service programs targeting at-risk populations. All food is distributed free of charge. In 2008, Community Food Share distributed over 5.3 million meals (1 pound = 1 meal), 800,000 more meals than in 2007 and is on track to distribute 6 million meals in 2009. For more information, visit www.communityfoodshare.org.

For more information or to register for Naturally Boulder Days 2009, visit the website www.naturallyboulderproducts.com/days/.