



## Seventh Generation's Clean Swap Tour Stops at Whole Foods Market in Bedford Thursday, July 30 from Noon to 7 pm

*The leading household and personal care product brand encourages Bedford community members to trade in their traditional cleaning products.*

Seventh Generation, a leading household and personal care company, will embark on a tour encouraging consumers to swap out traditional cleaning products with Seventh Generation's non-toxic plant based cleaners.

On Thursday July 30 Seventh Generation's Clean Swap Tour will stop at the Whole Foods Market located in the Bedford Marketplace on Great Road. A Seventh Generation brand ambassador team will be stationed at the Whole Foods in Bedford swapping traditional cleaning products for Seventh Generation's non-toxic plant based cleaners from 12pm to 7pm.

The Clean Swap tour will be visiting 28 retail locations, traveling in a bio-fueled bus, across the mid-Atlantic region over an eight week period throughout the summer. The Clean Swap tour provides a location for members in the local community to trade in a traditional cleaning product for a free Seventh Generation non-toxin plant based cleaning product. A team of Seventh Generation brand ambassadors will be handing out samples and assisting with the swap-in program.

“We’ve known the power of plant based cleaning for 25 years,” said John Replogle, CEO of Seventh Generation “And we’re confident that when consumers give it a try they can clean with no compromise”.

Meet our Seventh Generation brand ambassador team this Thursday July 30 at the Whole Foods Market in Bedford and trade in a traditional cleaning product for a Seventh Generation non-toxic plant based cleaner.

### **About Seventh Generation**

Established in 1988, in Burlington, Vermont, Seventh Generation is one of the nation's leading brands of household and personal care products. The company lives its commitment to "caring today for seven generations of tomorrows," with products formulated to provide mindful solutions for the air, surfaces, fabrics, pets and people within your home -- and for the community and environment outside of it. A pioneer in corporate responsibility, Seventh Generation continually evaluates ways to reduce its environmental impact, increase performance and safety, and create a more sustainable supply chain. To learn more about Seventh Generation products and business practices, locate a retailer in your area, or review Seventh Generation's Corporate Consciousness Report, visit [www.seventhgeneration.com](http://www.seventhgeneration.com).