



Contact: Charles Communications Associates  
Kimberly Charles or Kayu Lam 415.701.9463

**For Immediate Release**

**Square One® Organic Vodka Is A Perfect Way To Toast  
The Environmental Media Association Awards, October 24, 2007**

SAN FRANCISCO AND LOS ANGELES, CA –OCTOBER, 2007– Square One® Organic Vodka ([www.squareonevodka.com](http://www.squareonevodka.com)) is proud to announce that, for the second year in a row, it is a sponsor of the 2007 Environmental Media Association Awards ([www.ema-online.org](http://www.ema-online.org)), an evening that celebrates the achievements of the environmental and entertainment communities. The event will take place on October 24th at the Ebell Club of Los Angeles. Square One will be the exclusive organic vodka at all of the bars and has specially created the **Square One EMA-Gimlet** – an organic basil gimlet which it will serve from the Square One Organic Vodka Bar. Santa Monica’s acclaimed Border Grill will also be serving cucumber-infused **Square One Spa-jito** shooters with its food.

“We’re thrilled to participate in the EMA Awards again this year,” shared Allison Evanow, Founder and CEO of Square One Organic Vodka. “It’s a perfect way to share Square One with this important green audience and a fun way to salute the honorees. We will toast them with a truly green, organic cocktail.”

After arriving on the EMA “green” carpet, guests will be treated to the **Square One EMA-Gimlet**. The Square One EMA-Gimlet is made from Square One Organic Vodka, organic basil, fresh lime juice, and organic agave nectar. **For the Basil Gimlet and Spajito recipes, check the Square One website at [www.squareonevodka.com](http://www.squareonevodka.com).**

**About Square One Organic Vodka**

Square One® Organic Vodka was borne of the philosophy that going green shouldn’t mean going without. Fittingly, the vodka starts at square one with the purest of ingredients: 100% organic North Dakota-grown rye and pristine water from the Teton Mountains. Next, Square One applies a proprietary certified organic fermentation process that meets with the stringent requirements of Oregon Tilth [[www.tilth.org](http://www.tilth.org)] and the vodka is packaged with an eye toward both eco-and fashion-consciousness. The result is the first certified organic vodka to be made from 100% certified organic American rye – proving that a premium spirit can indeed embrace the ethos of “eco chic.” Yet Square One’s unique approach to business and the environment continues beyond the glass: company travel receives carbon offsets from the Carbon Fund and Terra Pass, and Square One is committed to seeking out ever more sustainable sources for packaging and shipping as and when they become available. Moreover, Square One Organic Spirits LLC is a progressive female-owned and operated company that encourages a life-work balance. Established in 2006, Square One Organic Spirits is a start up company and when profitable it will donate a portion of proceeds to non-political environmental causes. As a company, Square One is constantly forging ties with other innovative companies and individuals who have that certain cocktail of panache and earth friendliness. Together with CHOW.com, Square One shaped the inaugural “Square Off” cocktail competition this summer, with cocktail enthusiasts vying against professional bartenders. Square One Organic Vodka is now available in more than 25 states, the UK and Canada.

For press information, visit [http://www.charlescomm.com/clients/square\\_one.html](http://www.charlescomm.com/clients/square_one.html), or call Kimberly Charles or Kayu Lam at 415-701-9463.

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