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Ecoefficiency.org to Host First ‘Inspired Buyer’ Event in Newport Beach

Costa Mesa, CA – October 26, 2010 – On Sunday, November 21st, the Costa Mesa based non-profit organization Ecoefficiency.org, will be hosting the first ‘Inspired Buyer’ event at the Environmental Nature Center in Newport Beach. Just in time for the holiday shopping season, the event is set to include over 40 vendors from the organic, creative, and sustainable business industries, as well as hands-on cooking and craft demos, live music from locals like Marc B. and the Pawnshop Kings, healthy food and beverages from the Seabirds food truck, art and nature activities for children, and lots more.

Having attended many similar fairs and expos over the years, co-founders Chrissy Gray and Jesse Baker wanted to create an event that was different - one that was intimate, informative, and appealed to a broader audience – plus inspired people to celebrate the holidays sustainably.

“Green expos have appeared to become stagnant lately,” says Mr. Baker, “they lack substance and are a missed opportunity for education and entertainment.” Chrissy Gray adds, “We wanted to incorporate more than the obvious “green” companies, but also artists and designers that create sustainable goods. Attendees will be introduced to a wide variety of eco-friendly businesses and will definitely leave feeling inspired.”

The event will be taking place from 11am-5pm and is free to the public. All proceeds from the event will benefit Ecoefficiency.org’s environmental education programs for local high schools and universities, as well as the organization’s ongoing support of the Gulf Coast and Haiti.

For local companies wanting to be a part of the event, ‘The Inspired Buyer’ is offering vendor booth space, as well as sponsorship opportunities. Vendors and sponsors will be provided ongoing visibility within the local community. Please contact Chrissy Gray at chrissy@grnevents.com for further information.

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About Ecoefficiency.org

Founded in 2009 by Dr. Jesse Baker, who specializes in international development and environmental policy, and Chrissy Gray, a certified green event planner, Ecoefficiency.org is a non-profit, non-political, grassroots organization based in Costa Mesa, CA. Their mission is simple: promote consumer awareness and responsibility as a means to maximize positive social, environmental, and economic outcomes. By bringing structure and clarity to the sustainability movement, Ecoefficiency.org inspires and empowers consumers and businesses to use their influence in ways that constructively impact our world.

www.ecoefficiency.org.

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