



News Release

Clean Cars - Green Company

- Waterless auto care business is recipient of Broward County's 2008 environmental "Emerald Award" -

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Chris Villegas and LeeAnne Hudson, 2008 Emerald Award Winners

Chris Villegas and LeeAnne Hudson are role models for making the best of a bad situation while remaining mindful of the environment and helping others. These attributes have earned them Broward County's 2008 Emerald Award in the "Small Business - Green Products/Practices Programs" category.

The failing economy resulted in unemployment for the couple, but it didn't stop them from advancing. They did research to find a niche business and the end result is Chris & Lee Mobile Auto Care.

The auto care industry typically places a high demand on water. This company doesn't. Chris & Lee Mobile Auto Care is "waterless," using cleaning products that are certified as biodegradable by the Environmental Protection Agency (EPA). To get the job done, cleaner is sprayed on and wiped off with a microfiber towel, which can be washed and reused. Based on EPA estimates, up to 116 gallons of water are saved per car wash.



Chris and Lee Mobile Auto Care uses ecofriendly products and no water

In addition, the couple donates 15 percent of their profits to charity.

Each year, the Broward County Environmental Protection and Growth Management Department recognizes several local businesses for their outstanding environmentally-responsible business practices. Each business receives an Emerald Award for their exceptional efforts in protecting the environment.

The Broward County Board of County Commissioners will present trophies to all of the winners at a special ceremony followed by a brief reception at 1:30 p.m. Tuesday, April 28, in the Commission Chambers, Room 422, of the Governmental Center, 115 S. Andrews Ave., Fort Lauderdale.

The program recognizes businesses for their voluntary efforts in four areas: waste reduction, recycling, improved operating practices, and other "green" strategies that reduce pollution and waste. Both large and small businesses are eligible. One business is also honored with the title "Environmental Business of the Year," which will be announced at the ceremony.

Altogether seven businesses will be given Emerald Awards. In addition, several individuals and one municipality/government agency receive the 2008 NatureScape Emerald Awards for incorporating NatureScape Broward techniques into their landscaping.

Receiving an Emerald Award can help companies boost business. Research has shown that a company's environmental reputation will rival quality and brand name as criteria used by customers. Environmentally-friendly business practices can help companies attract new customers, encourage repeat customers and boost employee morale.

Emerald Award winners will be individually featured in a series of media releases leading up to the Emerald Awards ceremony.

More information, including application procedures and guidelines, is available online at www.broward.org/environment, or call 954-519-1257. For more information on Broward County's environmental programs and services, visit www.broward.org/gogreen. For more information on Chris & Lee Mobile Auto Care, call 954-482-0329.

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