



THE 13TH ANNUAL CRITICS' CHOICE AWARDS GIFT BAG GOES ECO-FRIENDLY

VH1 TO BROADCAST THE AWARDS CEREMONY *LIVE* ON MONDAY, JANUARY 7, 2008 AT 9:00 PM (ET/PT)

New York, NY – January 3, 2008 – The 13th Annual Critics' Choice Awards kicks off the awards show season when the ceremony airs LIVE on VH1, Monday, January 7 at 9:00 PM. Actor and comedian D.L. Hughley will host the ceremony held at the Santa Monica Civic Auditorium.

The Broadcast Film Critics' Association (BFCA) created the Critics' Choice Awards to recognize excellence in cinematic achievement. Historically, the Critics' Choice Awards are the most accurate predictor of the Academy Award nominations.

The winners are not the only ones that will win big at this year's show. Attending talent will receive gift bags including 24 items worth more than \$8500. Many of this year's gift bag items support the nationwide green initiative ranging from environmentally friendly cosmetics, to children's furniture and bedding, to an eco-friendly resort stay.

Alternative (www.alternativeapparel.com) is a premium lifestyle apparel brand inspired by and created for free-thinking people. To celebrate the 2008 Critics' Choice Awards, Alternative is gifting Men's and Women's Alternative Earth tees, accompanied by a gift certificate to redeem an Alternative/Alternative Earth item of choice. A percentage of all sales of Alternative Earth products are donated to environmental organizations across the world. **Brentwood Skincare** will provide a gift certificate for 2 one-hour facials at Brentwood Skin located in Santa Monica, California and will also gift products from this all-natural skincare line which uses a natural Vit-K preservative. At Brentwood Skincare, they use rich raw materials and 100% natural essential oils in their products.

Dirt Candles will be gifting a 10oz organic soy candle along with a \$100 gift card. Dirt Candles are made with GMO-free, USA grown soybeans, essential oils, natural isolates, floral absolutes, natural exudates, organic cotton wicks and recycled packaging. **El Naturalista** will be giving attendees a certificate to the Montana Avenue store location in Santa Monica to choose from their selection of men's and women's shoes. Products can also be viewed on www.elnaturalista.com.

Del Forte Denim will be gifting a pair of their 100 percent organic cotton premium denim apparel. Del Forte Denim has partnered with The Sustainable Cotton Project, which has been building bridges between farmers, manufacturers, and consumers to pioneer markets for certified organically grown and sustainable cotton since 1994. A portion of Del Forte Denim's proceeds will go to support The SCP. **Devil's Thumb Ranch** in Tabernash, Colorado is providing a two 50-minute spa treatments and a two-night stay for two at the all-new Lodge at Devil's Thumb Ranch. The Lodge, built in the style of classic national park lodges, features upscale, traditional Rocky Mountain furnishings and appointments with unparalleled valley, mountain, and Continental Divide views and privacy. Just 90 minutes from Denver, Devil's Thumb Ranch is situated on 5000 acres of raw Colorado and offers two dining venues, year-round outdoor pool & hot tubs, a spa, Nordic skiing and snowshoeing, ice skating, fly fishing, biking, hiking and horseback riding. www.devilsthumbbranch.com

All recipients will also be given an **English Retreads** messenger bag. English Retreads puts a new twist on the messenger bag as it's made from 100% recycled rubber. **Fifi & Romeo**, one of LA's favorite lifestyle brands, will be gifting the recipients their recycled cashmere scarves featuring brightly colored designs and dog bone motifs, all handmade specifically for this event. Fifi & Romeo is celebrating its 10th anniversary of making whimsical designs out of recycled cashmere for home, babies, pets and adults.

Five Four One Denim will be giving each guest a pair of their jeans. Launched in 2007, the ONE FIVE FOUR campaign is an initiative created to bring awareness to the environment. Inspired by global warming and the deteriorating state of the environment, Five Four has implemented several programs as a brand to be more environmentally conscious. Buttons are made of recycled wood, reinforced by organic cotton thread which is hand stitched. All Hang tags are 100% recycled paper only utilizing Soy based inks.

Gabriella Francesca's 22 karat gold dipped choker features her signature chunk chain combined with gold cylinder twists which showcase a detailed pendant using recycled iridescent glass stone. This eclectic design is made especially for The Critics Choice Awards and captures the beauty of a vintage piece, while giving it an edgy modern twist. Gabriella Francesca's designs include necklaces, earrings, bracelets and rings.

GOLD & WOOD Eyewear will be gifting recipients sunglasses from their luxury eco-friendly collection for fashion conscious individuals. GOLD & WOOD makes every effort to be ecologically sensitive, and pro-active in protecting our environment. **Kangol** will include headwear from its spring collection. They continue to explore eco-friendly ways to create headwear. Specifically Kangol's bamboo styles, made from earth friendly yarn, spun from bamboo fibers, and organic bedford styles, created from organically grown cotton.

Lucky Earth will gift one bottle of "waterless" carwash with 3 micro fiber towels and a courtesy gift certificate for a free waterless carwash at the recipient's home or office. Lucky Earth "Waterless" Carwash is a green, non-toxic product that cleans, polishes and protects both the interior and exterior of cars while saving water, eliminating run-off and protecting the health of the planet. Guests will also receive **Mineral Fusion** products including Gloss on the Go Kits; **Stunning Eye Shadow Trio**; **Sparkle Bronzer**; **Hydration Mist**; **Blender Brush and Eye Definer Brush**. Exclusive to our formulation is our commitment to extending skin care benefits through color. Their formulations deliver unsurpassed coverage, broad-spectrum UV protection and assist in combating free radical damage. The products are a fusion of earth elements and organic ingredients designed to deliver beauty with every application.

The artisans at **Mohop** are delighted to craft a pair of custom handmade sandals for each gift recipient. Mohop sandals are environmentally friendly, comfortable, and best of all allow nearly infinite design options with just one pair of wooden soles. **Netflix**, the world's largest online movie rental service, is pleased to offer a 12-month complimentary subscription to the service. **Norton's** all-in-one security software, Norton 360, will be gifting two codes for the attendees to use to download Norton 360 software. Each code is good for 1 year of protection and 2GB of online backup storage, so their information is always secure.

Q Collection Junior, the latest venture from Q Collection (www.qcollection.com), will be gifting an \$150 gift certificate for their children's furniture and bedding. Q Collection Junior is the country's leading resource for stylish, healthy and environmentally-friendly children's furniture and bedding. Q Collection Junior is the only children's furniture and bedding line recommended by Healthy Child Healthy World, the leading non-profit organization helping parents find non-toxic and environmentally-friendly products for their children.

Founded 50 years ago, **Shaklee** will be gifting recipients with laundry products from its Get Clean™ line – offering non-toxic and natural cleaning choices that are safe for you, your home and the planet - including Shaklee Get Clean™ Fresh Laundry Liquid Concentrate, HE Compatible; Shaklee Get Clean™ Nature Bright® Laundry Booster and Stain Remover; and Shaklee Get Clean™ Soft Fabric Fragrance Free Dryer Sheets. Recipients will also be invited to receive the Shaklee Get Clean® Starter Kit - the equivalent to keeping 108 pounds of packaging waste out of landfills and eliminating 248 pounds of greenhouse gas.

Simple Brand is providing a gift certificate for a pair of their ecoSNEAKS and also providing their blot toe organic cotton messenger bag and jute shopping bag. In addition to looking great, ecoSNEAKS™ use recycled car tires, organic cotton, and PET (think plastic bottles water bottles) so they leave better ecological footprint than ordinary sneaker. In their efforts to green their operations, **The Sports Club/LA** has moved forward on a number of environmentally responsible initiatives. In honor of these initiatives and this year's Critics Choice Awards, they have planted trees on behalf of the talent as an offset to their carbon emissions and as a commitment to the community.

The Natural Dentist will be giving guests products from their line which is the first consumer brand created to address oral health with whole body health in mind. The Natural Dentist's product line offers clinically proven, natural oral care products that promote healthy gums and provide a safe and healthy alternative to mass market products - many of which contain alcohol, harsh chemicals, preservatives, and artificial dyes, flavors and sweeteners. To toast the participants of The Critic's Choice Awards **VeeV** will be gifting each individual 4 bottles of VeeV. VeeV, the world's first açai spirit, is the first certified carbon neutral spirits company and also the first to donate \$1 per bottle sold back to Rainforest Preservation through their Sustainable Açai Project. Açai is the Brazilian super fruit loaded with antioxidants (57% more than pomegranate and 30 times the amount in a glass of red wine) that Oprah recently hailed as her #1 super food calling it the most nutritious fruit on the planet.

Eco-chic label **Viridis Luxe** offers fashionistas luxury with a conscience. The 100% bamboo dress gifted for the Critic's Choice Awards is a great example of Viridis Luxe's classic clothing with a fashion-forward twist. The line was started when the designers felt compelled to start a company that provides consumers a chance to buy chic and stylish clothing made from sustainable fibers.

For more information and a complete list of nominees please log on to <http://criticschoice.vh1.com>.

"The 13th Annual Critics' Choice Awards" is executive produced by Bob Bain for Bob Bain Productions and Joey Berlin for Berlin Entertainment. Lee Rolontz serves as executive producer for VH1.

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