

# Stylish Eco-Retailer bambeco Celebrates One Year Anniversary During Earth Day's 40th Year Celebration

*Bambeco Partners with LOHAS (Lifestyles of Health and Sustainability) for a Series of Events in NYC.*

BALTIMORE, Md., April 22 (SEND2PRESS NEWSWIRE) – Stylish and innovative eco-retailer bambeco ([www.bambeco.com](http://www.bambeco.com)), which launched on Earth Day 2009, is celebrating a banner first year. The company has become recognized for its retail innovations, and for presenting a complete collection of beautiful and affordable green home furnishings and decor that meet stringent eco-friendly standards. This commitment has created a retail destination that consumers trust.

During Earth Day 2010, bambeco will co-sponsor a series of events in NYC in partnership with LOHAS (Lifestyles of Health and Sustainability), the leading organization for businesses geared to conscious consumers. Bambeco will engage with the larger LOHAS community and provide insights into the current and future green marketplace, one that enables consumers to make meaningful purchasing decisions that reflect their values.

“Bambeco reflects many of the values that make LOHAS businesses unique, making it a perfect partner,” said LOHAS Executive Director Ted Ning. “They embody cutting edge style and design enhanced by the sustainable and eco-friendly ethos behind every product.”

The driving vision behind bambeco has been to offer consumers a compelling green alternative that offers price, quality, and style comparable to that of a traditional product offering. “We understand that most of us want to make earth friendly purchasing decisions. However, in this economic climate, we are not always willing or able to pay for our values,” said Susan Aplin, CEO of bambeco. “At bambeco, consumers don't have to pay a premium to live their eco values.”

The industry has also taken note of bambeco's early success engaging customers and winning followers. Bambeco was named a 2010 Internet Retailer Hot 100 winner for its ability to engage with its customers and establish a significant presence as an e-tailer. Industry watchers and influencers have sought bambeco's advice on how to “go green.” Recently the reality series [Wa\\$ted on Planet Green](#) came to bambeco with an eco challenge: help a family addicted to disposable eating break their wasteful habits. Bambeco remade their table and their dining experience to be sustainable, beautiful and easy to manage.

The segment featuring bambeco is scheduled to air on the Discovery Network's Planet Green Channel on April 28, 2010.

To find out more about the [standards](#) applied to all bambeco's products, partners and manufacturers, visit [www.bambeco.com](http://www.bambeco.com) or join them on [twitter.com/bambeco](https://twitter.com/bambeco) or Facebook.

**About bambeco:**

**Bambeco** is the home furnishings and decor company where your eco-conscious self intersects with your home and lifestyle needs. Bambeco curates the best green products and presents them in one easy-to-navigate shopping experience for the consumer who knows you don't have to sacrifice style and value to be green. Launched on Earth Day 2009, bambeco celebrates bamboo, the planet's most renewable and versatile resource, and ecology, the essential relationship we have with the natural environment.

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