

FOR IMMEDIATE RELEASE

Media Contact:

theo tyson | trinity productions
direct line | 404.914.7870
theo@trinityproductionsinc.net



ECOLution – AN INNOVATIVE TWIST ON RECYCLING

A Fashionable Event to Benefit Georgia's Organ Transplant Community

(ATLANTA, GA – 1 October 2010) The second annual **ECOLution** event, created by Founder **Melissa Carter**, morning radio show host on The Bert Show on Q100 in Atlanta, i106 in Nashville and a kidney transplant recipient, will be held **Thursday, October 14th** from **7pm to 10pm** at **Mason Murer Fine Art Gallery** at 199 Armour Drive in Atlanta, Georgia. This unique event, hosted by Chip Powell of Whole World Theatre benefits the **Melissa Carter Transplant Fund** at Piedmont Hospital and the **Georgia Transplant Foundation** and urges guests to recycle *themselves* – not just paper and plastic.

Presented by **Jim Ellis Audi**, **Greenway Medical Technologies** celebrities, men and women affected by organ transplantation, and other special guests will model the earth-friendly styles of exclusive designers during the fashion show with music by **DJ Camille**. This year's event also features a **smartwater** glass bottle lounge and a sculpture from the Savannah College of Art and Design – **SCAD Atlanta** artists made of Melissa's prescription bottles. "With ECOLution, I want to encourage the choice to recycle and repurpose. It upset me that the bottles weren't recyclable so I've been storing them since 2002 hoping to find a use for them," Melissa says; "I had no idea they would end up being a work of art. It's amazing and inspiring."

The SCAD sculpture will be raffled off and placed in the transplant facility of the winner's choice. All proceeds from ECOLution - including those from the live and silent auction of jewelry, spa packages, coveted tickets to sporting events, weekend getaways, entertainment packages and more - will benefit organizations who depend on the ultimate act of recycling – receiving a new kidney, heart, liver or lungs to give them a second chance at life.

General admission tickets ECOLution are \$30 in advance and \$40 at the door. VIP seating is available for \$50 and includes drink tickets courtesy of **Sinless Margaritas** and preferential seating during the event. Tickets and limited edition ECOLution burnout tees are available online at <http://www.gatransplant.org/Events/EventInfo.aspx?ContentID=573>.

Individual donations and gifts are also welcome and there are still sponsorship opportunities available. For more information, please contact Kristin Stanley at kstanley@gatransplant.org or call 678.514.1187.

GEORGIA TRANSPLANT FOUNDATION

Founded in Atlanta in 1992, the Georgia Transplant Foundation is a non-profit organization providing financial, educational, and emotional support to organ transplant candidates, recipients, living donors and their families throughout the state. For more information, visit www.gatransplant.org.

MELISSA CARTER TRANSPLANT FUND

The Melissa Carter Transplant Fund at Piedmont Hospital benefits selected transplant candidates and transplant nurses in Georgia. For more information, visit www.melissatimes.com.