

CONTACTS:

Lisa Israel, Hearst Magazines
212.649.2581 lIsrael@hearst.com

Kelly King, Mrs. Green's World
520-591-0982 Kelly@mrsgreensworld.com

**THEDAILYGREEN.COM ANNOUNCES 2011 HEART OF GREEN AWARD WINNERS**

Gina Murphy-Darling Wins People's Choice Award for Local Hero

Honors Celebrities, Companies, Products and Places Helping Make Green Mainstream

New York, NY—April 4, 2011—Green lifestyle website, TheDailyGreen.com, part of Hearst Magazines Digital Media, today announced the winners of its 2011 Heart of Green Awards, honoring the people, places, products and companies that take green to "heart," furthering the cause of bringing "real green to real people." TheDailyGreen.com celebrates Earth Month with the third annual Heart of Green awards, expanded with 18 categories covering everything from best new park to greenest beauty line, from greenest celebrity to local hero. In addition, the first-ever People's Choice winners, selected by The Daily Green audience, are revealed alongside the Editor's picks.

The complete list of Editor's and People's Choice winners for each category are included below, and more information is available at <http://www.TheDailyGreen.com/awards>.

"The Heart of Green Awards, like TheDailyGreen.com, celebrate the many ways in which going green has become part of our lifestyles," said Dan Shapley, senior editor of TheDailyGreen.com. "Our winners represent some of the breakthrough people, places, products and ideas that are making a real difference in real people's lives. A hearty congratulations to all our nominees, and our very deserving winners."

In selecting this year's Heart of Green Award winners, TheDailyGreen.com's editors considered the nominees' impact over the last year, as well as their success in reaching a mainstream audience with a green message. More than 20,000 votes determined the winners of the first-ever People's Choice Awards. Gina Murphy-Darling (Mrs. Green of Mrs. Green's World) was named People's Choice Winner for Local Hero. As in years past, readers were also asked to nominate Local Heroes – "real people making a real difference for the environment" and winners were selected from among 25 nominees.

To further encourage audience engagement, ONE lucky person will be selected at random to receive the ultimate green prize package which will include products from the 2011 Heart of

Green winners. For automatic entry, join @the_daily_green and tweet your best green tip using the hashtag #tdgawards. The winning tweet will appear on The Daily Green homepage on Earth Day, April 22, along with a selection of the editor's favorite tips. For further details and updates on the prize package, go to <http://www.thedailygreen.com/>.

The 2011 Heart of Green Award Editor's Choice winners are:

Lifetime Achievement: Jane Goodall
Greenest Celebrity of the Year: Matt Damon
Local Heroes: Allison & Jillian Samowitz (Proseed2Green)
Best New Innovation: One Block Off the Grid
Greenest New Car: Nissan Leaf
Best New Food Trend: "Lofty Produce"
Greenest City: New York City
Best New Park: Cahuenga Peak, Los Angeles, CA
Best New Trail: Hudson River Greenway Water Trail, NY
Greenest Big University: University of Wisconsin-Madison, WI
Greenest Small College: Green Mountain College, VT
Best Natural Beauty Products: Weleda
Best Personal Care Products: Dr. Bronner's
Best New Sustainable Fashion Line: H&M
Best Green Cleaners: Method
Best Natural Food Line: Clif
Best New Restaurant: Haven, Houston, TX
Best New Cookbook: *Urban Pantry*

The 2011 Heart of Green Award People's Choice winners are:

Bolded names indicate that People's Choice winners are the same as Editor's Picks.

Lifetime Achievement: **Jane Goodall**
Greenest Celebrity of the Year: Leonardo DiCaprio
Local Hero: Gina Murphy-Darling
Best New Innovation: Good Guide App
Greenest New Car: Lexus CT200h
Best New Food Trend: **Lofty Produce**
Greenest City: Portland, Ore.
Best New Park: Railroad Park, Birmingham, Ala.
Best New Trail: **Hudson River Greenway Trail, NY**
Greenest Big University: University of California-Davis
Greenest Small College: Warren Wilson College
Best Natural Beauty Products: Primitive Makeup
Best Personal Care Products: **Dr. Bronner's**
Best New Sustainable Fashion Line: Zoe&Zac by Payless
Best Green Cleaners: Seventh Generation

Best Natural Food Line: Annie's Homegrown
Best New Restaurant: **Haven, Houston, TX**
Best New Cookbook: *The Family Dinner*

The Daily Green, a top five ad-supported green media site and part of Hearst Magazines Digital Media, is a trusted source of "real green for real people." It's a comprehensive source of environmental news, tips, recipe and information about "going green." Earth Day 2011 will mark The Daily Green's fourth anniversary. The site's accolades include a 2007 MIN Best of the Web Award for Best New Website, and a 2010 Best of Green Reader's Choice Award for "Best Blog Covering Environmental Culture."

Launched in March 2006, Hearst Magazines Digital Media, a unit of Hearst Magazines, is dedicated to creating and implementing the digital strategy for Hearst's magazine brands and other sites which serve the company's consumer audience. The unit has launched, re-launched or acquired 24 Web sites and 10 mobile sites. . Hearst Magazines has published more than 65 applications and digital editions for the iPad, iPhone and iPod Touch, as well as the Droid platform.

Hearst Corporation, the parent company of Hearst Magazines, has been at the forefront of raising awareness for and addressing environmental concerns. Among Hearst's accomplishments on the environmental front, the most recognized are building in 2007 the Hearst Tower, the first gold LEED-certified building in New York (honored by Global Green USA); partnering with the State of California, California Rangeland Trust and American Land Conservancy in 2005 to form the largest conservation easement (<http://www.hearstranchconservation.org>) in history (82,000 acres) in San Simeon, Calif.; and participating in philanthropic tree planting through the National Arbor Day Foundation (www.arboday.org) and New York Restoration Project. Riverkeeper (www.riverkeeper.org), vice chaired by Robert F. Kennedy, Jr., honored Hearst in 2007 for its support of the organization.

###