



ANTONIO R. VILLARAIGOSA
MAYOR

April 21, 2011

Dear Friends,

On behalf of the City of Los Angeles, I would like to congratulate Greenzys and Ron Robinson/Fred Segal on the First Annual Greenzys Family Earth Day Celebration that brings green education and awareness to children and families.

I would like to commend the Greenzys Family Ambassadors, Ed Begley Jr., Rachelle Carson – Begley and Hayden Begley for their dedication to promoting green living.

As Mayor of Los Angeles, I am proud to report that the City continues to be at the forefront of green living and a trendsetter in environmental conservation. Teaching children the importance of green living and respecting our precious environment is crucial to all of our futures.

A few examples of what we have accomplished here in Los Angeles to go green include:

- Since 2005, more than 300,000 new trees have been planted through public private partnerships and without the use of any direct City General Funds.
- Through recycling, the City keeps more than 65% or 6.5 million tons of our trash from landfills.
- Since I called for mandatory water conservation in 2009, Angelenos have saved more than 70 billion gallons - more than one-third of what the city typically uses in one year. Los Angeles uses less total water today than it did 30 years ago.
- Los Angeles is the first large municipality to generate 20% of our electricity from renewable energy sources.

I am committed to ensuring that Los Angeles does its part to help our planet. Working together and with efforts such as the Greenzys Family Earth Day celebration, I believe we all can have a positive impact on future generations of Angelenos.

Very truly yours,

ANTONIO R. VILLARAIGOSA
Mayor