



ABOUT Clean the World

History

Clean the World Foundation, Inc. was founded in February 2009 by two individuals, Shawn Seipler and Paul Till, as a Florida not-for-profit corporation. Clean the World is a Florida not-for-profit corporation under 501(c)(3) of the Internal Revenue Code.

Mission

Through the collection, recycling and distribution of soap and shampoo products discarded by hotels every day, Clean the World is dedicated to preventing millions of deaths caused by acute respiratory infection and diarrheal disease.

Process

Clean the World implements its mission through: (i) collecting, sorting and processing discarded soap, shampoo conditioner and lotion product donations from participating hospitality partners; (ii) recycling these product donations at its facilities in Orlando, Florida; and (iii) delivering these recycled product donations to domestic homeless shelters and impoverished countries suffering from high death rates due to acute respiratory infection and diarrheal disease.

Since its inception, Clean the World has been steadily increasing its services and operations to accommodate rapidly expanding community needs, awareness and donations, and has accepted in-kind donations of more than \$475,000. In the process, Clean the World has put over 3 million soap bars and 100,000 pounds of shampoo and conditioner back into human use, simultaneously eliminating over 200 tons of waste.

Support

Clean the World is supported by the generous contributions of individuals and organizations worldwide, through hospitality partnership recycling fees, and through fundraisers.

Team

As of November 2009, Clean the World had 7 total employees and more than 30 total volunteers. Clean the World's volunteers have donated approximately 500 cumulative hours of service to our cause, the majority of them enhancing employment marketability through on-the-job experience and extensive training.



Recycling Operations



How do we do it?

1. First we work with our Hospitality Partners to educate their staff on the soap and shampoo Recycling Program. We provide bins for housekeeping staff to use to deposit collected soap. We pick up the bins weekly. We provide online training videos, and housekeeping instruction posters.
2. The soap is taken to our Soap Recycling plant. We use two Recycling Methods: Re-batching and Sterilization

Recycling and Safety Mission Statement

Clean the World is extremely committed to maintaining an environmentally and hygienically safe recycling process. As the world's first, high volume soap recycler, Clean the World ensures that all bars of soap recycled and distributed domestically and abroad are completely safe and will not harm the end user in any way related to disease or pathogens that can be transmitted if proper re-purposing does not exist.

About Re-batching

Re-batching applied to 30% moderately to heavily used bars. Soap is cooked to remove all impurities. Soap is re-formed into 2-ounce bars

About Sterilization

Our proprietary and patent pending sterilization process is applied to 70% of the slightly used bars. The soap soaks in a sterilization solution and is then treated with a steam/pressure combination. Clean the World then tests the soap's pH level and cools it for packaging.

Does it work?

Tri-Tech Laboratories tested our recycling process. They provided infected soap which we ran through the process. Tri-Tech then tested it for sterilization. They found that our process completely eliminated the pathogens (*Listeria monocytogenes*, *Escherichia coli*, *Pseudomonas aerogenes*, *Salmonella typhimurium*, *Staphylococcus aureus*).



Company Fact Sheet – November 2009

Clean the World Foundation is a non-profit 501(c)(3) organization committed to the prevention of illness and death caused by diarrheal disease in countries across the globe.

- Founded:** February 2009
- Mission Statement:** To provide recycled soap to children who need it around the world.
- Headquarters:** 3564 Avalon Park Boulevard
Suite #1-210
Orlando FL 32828
- Recycling Facility:** 4625 Old Winter Garden Road
Unit B7
Orlando FL 32811
- Operations:** Currently collecting soap from 100 hotels across the US
Soap recycling plant located in Orlando Florida
- Key personnel:** Shawn Seipler, Executive Director, co-Founder
Paul Till, Managing Director, co-Founder
Peter Olsen, Communications Director
William Lowry, Global Operations Director
Steven Cooper, Operations Director
- Website:** www.cleantheworld.org

For more information contact Peter Olsen at (407) 678-9791 or visit us online at www.cleantheworld.org.



Clean the World distributes 2000 pounds of soap to Haiti.

Orlando, FL. — July 7, 2009 — Clean The World delivered 2000 pounds of soap to Haiti today. The soap came from an unlikely source: 80 luxury hotels and resorts representing approximately 10,000 hotel rooms in Central Florida and Daytona Beach. Clean the World has been collecting the soap and shampoo from these hotel partners and recycling it for use by poverty stricken people around the world.

At 7:00 a.m. eastern standard time Tuesday, a cargo plane left from Ft. Pierce, Florida with approximately 21,000 bars of our recycled soap bound for Cap Haitien, one of the poorest areas of one of the poorest countries in the western hemisphere, Haiti.

“We are pleased that our first, major international delivery went directly to those that need it most.” said Shawn Siepler, Executive Director of Clean the World, “We anticipate many more deliveries in the near future, including one to Sri Lanka.”

The Need for Soap

The mission, led by Reverend Brutus delivers much needed supplies to a rural part of Cap Haitien. In Haiti soap is a valuable commodity since it is imported. Many have to do without. Studies by the World Health Organization show that the use of soap in hand washing greatly reduces the incidence of Diarrheal and respiratory illness which combined are the leading causes of death in children under the age of 5. By providing soap to impoverished people, Clean the World hopes to greatly reduce these deaths.

Sterilization Process

The donated soap is processed by CTW through its partnership with Central Care Mission, in Orlando, Florida. At their factory, employees and volunteers clean the collected soap and sterilize it using a unique steaming process. The soap is then packaged for distribution. Factory manager Steve Cooper geared up the factory for this latest shipment.

According to Mr. Cooper “We completed 2,180 lbs (about 21,000 bars) of soap fully sanitized and shrink wrapped as of end of day Friday. My guys worked hard to have 100 boxes loaded and ready for shipment to Haiti on Tuesday.”

Working with volunteers and donations, Clean the World is recycling soap from hotels that would otherwise end up in landfill. The effort has a dual benefit of reduced waste and saving lives.



CLEAN THE WORLD'S PARTNERSHIP WITH US HOTEL INDUSTRY OFF TO FLYING START

ORLANDO, FLA. – JULY 16, 2009 -- Clean the World (CTW), a non-profit, charitable organization, headquartered in Orlando, has just got its newly-formed hotel industry partnership off to a flying start. The organization recently completed its first airlift of more than 2,000 pounds (21,000 bars) of recycled hotel soaps to churches and orphanages in Cap Haitien, Haiti, the poorest region of the poorest country in the Western Hemisphere. From the marble bathrooms of hotels such as The Peabody Orlando and into the hands of little children in Cap Haitien, CTW and its hotel partners are making a difference.

“It’s amazing that our industry hadn’t thought of this before,” said Alan C. Villaverde, president, Peabody Hotels and general manager of The Peabody Orlando, one of CTW’s first hotel partners. It’s not surprising that The Peabody should be among the first to commit. Villaverde is well-known in the local community as a tireless supporter of humanitarian and philanthropic charities. “This is a win-win situation for those who give and those who receive. I encourage all hotels, whether independently owned and managed, or major, big-name chain properties, to contact Clean The World and become partners in this truly outstanding program. The US hotel industry has the power to do untold good where it is most needed.”

CTW, which partners with Central Care Mission, is primarily committed to providing personal hygiene products to Third World countries where the simple act of washing hands in soap and water can reduce the millions of deaths of little children due to respiratory and diarrheal illnesses. “We were astonished to learn that 3.5-million children die annually due to acute respiratory and diarrheal diseases,” said, Shawn Seipler, the organizations executive director. “Indeed, numerous scientific studies indicate that hand washing with soap can reduce the risk of these diseases by 42-65 percent. There are 4.6-million hotel rooms in the United States alone, and it is estimated that some 2.6-million bars of soap are discarded every day, enough to supply each of those 3.5-million children with a bar of soap every three days.”

The unique recycling of “gently-used” hotel soaps and shampoos, results in thousands of pounds of sterilized soap being shipped to under-privileged Third World countries, such as Haiti. The program creates jobs, ten new paying jobs have been created since March, 2009, saves lives because of improved personal hygiene, feeds the homeless, and helps save the planet by reducing the thousands of tons of hotel soaps and shampoos dumped into landfills every day.



“When I heard about this program, I knew immediately that it was something we at The Peabody Orlando could do,” said Marshall Kelberman, rooms director for the hotel - and its “Green Czar.” “CTW has a very well-organized program. There’s an online training video, housekeeping posters, and collection bags that are picked up by CTW regularly, or shipped to the CTW re-purposing plant. So, it’s a time- and labor-efficient system which works well for us.”

CTW operates two recycling methods: Re-batching and Sterilization. Re-batching is applied to 30 percent of moderately- to heavily-used bars. Soap is “cooked” to remove all impurities and is re-formed into two-ounce bars. Sterilization is applied to 70 percent of the slightly used bars. Soap soaks in sterilization solution then is shock treated. (Patent Pending). This process completely eliminates the pathogens (*Wisteria monocytogenes*, *Escherichia coli*, *Pseudomonas aerogenes*, *Salmonella typhymurium*, *Staphylococcus aureus*) as verified by Tri-Tech labs, an environmental testing facility in Orlando, FLA.

CTW reports that currently 100 hotels in Central Florida are active participants in the program, among them, The Peabody Orlando, Crowne Plaza Hotels & Resorts, Marriott, Renaissance Hotels & Resorts, Holiday Inn Select, La Quinta Inns & Suites, Sheraton Suites, Wyndham Bonnet Creek Resort, Fairfield Inn by Marriott, Nickelodeon Family Suites, Hawthorn Suites, Residence Inn by Marriott, Hampton Inn, Courtyard by Marriott, Daytona Hotels by Ocean Waters. These hotels – and others - represent 10,000 rooms serviced each day, providing 500 pounds of soap daily, 3,500 pounds weekly. The organization is busily expanding operations in Boston, Las Vegas, New York, Houston and Chicago.



ROCK RESORTS INTERNATIONAL STARTS AN INNOVATIVE PROGRAM TO RECYCLE SOAP

Broomfield, CO. — November 11, 2009 — High in the Colorado Rockies a life-saving necessity is making its way to the island nation of Haiti and abroad.

By partnering with Clean the World, Inc., RockResorts is collecting barely-used soap and shampoo from its collection of 8 hotels and enabling the Orlando charity to provide the much-needed supplies to needy people in homeless shelters and impoverished countries around the world.

Recently Clean the World delivered a shipment of 45,000 bars of soap to Cap Hatien, Haiti. Another 100,000 bars just arrived in Haiti, the poorest country of the western hemisphere, to be distributed in the upcoming days. Clean the World also distributes soap, shampoo, conditioner, lotion and bath gel to domestic homeless shelters. With the RockResorts partnership, Clean the World will begin distributing these necessities to Colorado homeless shelters as well.

3.5 million children die annually to acute respiratory illness and diarrheal disease. That's approximately 9,000 children every single day. Clinical studies show that these deaths can be reduced by up to 65% with soap interventions and hand washing education. Incredibly, 1 million bars of soap are discarded into US landfills daily.

“We are very pleased to be working with RockResorts to help those that need it most,” said Managing Director of Clean the World, Paul Till. “Together with RockResorts, Clean the World will focus on saving our planet and saving lives worldwide. We anticipate many more distribution fronts in the near future, including planned soap interventions into Sri Lanka and the Philippines.”

The Need for Soap

Clinical studies by the World Health Organization and others show that the use of soap in hand washing reduces the incidence of diarrheal disease and acute respiratory illness which combined are the leading causes of death in children under the age of five. By providing soap to impoverished people Clean the World hopes to greatly reduce these deaths.

Sterilization Process and Distribution Efforts

The donated soap is processed by Clean the World in partnership with Central Care Mission in Orlando, Florida. Central Care Mission is a long term men's recovery home that takes homeless men off the streets, recovers them from addictions and changes their lives. At their recycling facility, Central Care Mission employees and volunteers clean



the collected soap and sterilize it using a proprietary steaming process. The soap is then packaged for later distribution.

Primarily supported by the generous donations of individuals and corporations, Clean the World is recycling soap from hotels that would otherwise end up in landfills across the United States. The effort has a dual benefit of reduced waste and saving lives.

In addition to Haiti, Clean the World has distributed soap internationally to other missions and charitable organizations including the Floating Doctors, World Vision, Harvest Time International, and missions to Lesotho, South Africa and Freeport, Bahamas.

Domestically, the Salvation Army, Covenant House, STAR Family Center and about 15 other missions and shelters have received soap, shampoo, conditioner and lotion.

“RockResorts is proud to partner with Clean the World to help provide supplies to homeless shelters and impoverished countries around the world,” said Paul Toner, Senior Vice President and Chief Operating Officer of RockResorts and Vail Resorts Hospitality. “This partnership is a perfect complement to the RockResorts “ECHO” corporate social responsibility program, which aims to protect the environment, promote social responsibility and foster community engagement.”

About Clean the World Foundation, Inc.

An Orlando-based charitable organization, Clean the World Foundation, Inc. is committed to the prevention of illness and death caused by acute respiratory infection and diarrheal disease in countries across the globe. In an effort to prevent these needless deaths from occurring, Clean the World Foundation collects discarded soap and shampoo from hotels to be recycled and distributed these soap products along with appropriate educational materials to domestic homeless shelters and impoverished countries worldwide. With the donations of these discarded soap and shampoo products, Clean the World Foundation is a step closer to reaching their goal of preventing the millions of lives lost each year — and they’re doing it one bar of soap at a time. Clean the World Foundation, Inc is a non-profit, 501(c)(3) tax-exempt charitable organization.

About RockResorts

RockResorts, a wholly owned subsidiary of Vail Resorts, owns and operates luxury resort hotels that offer casually elegant accommodations, lavish RockResorts Spas®, renowned golf courses, award-winning dining and a variety of exciting outdoor adventures. The RockResorts collection includes The Arrabelle at Vail Square and The Lodge at Vail in Vail, Colo.; Hotel Jerome in Aspen, Colo.; The Osprey at Beaver Creek and The Pines



Lodge in Beaver Creek, Colo.; La Posada de Santa Fe Resort & Spa in Santa Fe, N.M.; Snake River Lodge & Spa in Jackson Hole, Wyo.; and The Landings St. Lucia, Rodney Bay, St. Lucia. Future RockResorts include: Tempo Miami in Miami, Fla. (scheduled to open in 2010); Balcones del Atlántico, Dominican Republic (scheduled to open in 2010); One Ski Hill Place in Breckenridge, Colo. (scheduled to open in 2010); The Mansfield Inn at Stowe in Stowe, Vt. (scheduled to open in winter 2011/2012); Rum Cay Resort Marina, The Bahamas (scheduled to open in 2012); and the Third Turtle Club & Spa, Turks and Caicos (scheduled to open in 2013). Follow RockResorts on Twitter: @RockResortsNEWS