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**SAN FRANCISCAN MICHAEL STEWART HONORED BY TOM'S OF MAINE  
FOR HIS WATERSHED RESORATION EFFORTS**

Restoration of Lobos Creek in the Presidio Highlighted in Winning Video

KENNEBUNK, MAINE (April 13, 2009) – San Franciscan Michael Stewart, a climate change solutions entrepreneur at Cooler Inc., and one of San Francisco's many dedicated activists, spends much of his free time restoring and protecting San Francisco's watersheds and beaches. This week, his hard work earned him top honors in the Tom's of Maine's "River Stories" program, an initiative designed to generate awareness of local river heroes and help inspire communities to join in local water preservation efforts.

For Stewart, his dedication to the protection and enjoyment of the world's oceans motivated him to help rehabilitate Lobos Creek, a spring fed waterway that flows into the ocean at Baker Beach, where it also holds the distinction of being San Francisco's last remaining, year round, free flowing creek.

"If we can inspire others to help out on the next beach or river clean up, even to give one day or one hour, you'll see that we can make really positive gains for our entire community," said Stewart.

To become the national winner, Stewart documented his efforts and the beauty of the area within the Presidio National Park in his winning video. The contest invited people to share their river preservation projects. Seventy-eight videos were received to help draw attention to our nation's troubled rivers and watersheds. Stewart's winning video can be viewed [here](#).

Stewart, who is an active member of the San Francisco Chapter of the Surfrider Foundation can often be found patrolling for trash at Baker and Ocean beaches. Stewart has also given his time to other local and national organizations including American Rivers, River Network, Golden Gate National Recreation Area and Cooler, Inc. to alert and educate residents about restoring health ecological systems.

"Michael Stewart and others like him around the country are discovering and repairing local gems such as Lobos Creek and it shows that people have the ability to make positive changes in their local area with far reaching benefits for water, ecology and the climate," said Rob Robinson, director of common good partnerships at Tom's of Maine.

**About Tom's of Maine**

Tom's of Maine is a leader in natural personal care with a longstanding passion for responsible and sustainable business solutions. The company shares the belief of its consumers that small steps everyday can make the community, the environment and the world a better place. For more than 40 years, the company has maintained a steadfast commitment to donate 10% of its profits to charity and to allow employees 5% paid time off to volunteer. Each day, Tom's of Maine employees contribute to high sustainability standards and their ideas from wind power to recycled and recyclable packaging have fueled the company's sensitive way of doing business. Tom's of Maine enjoys partnering with its consumers, vendors and community groups to help improve the earth.

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