



**NEWS RELEASE**  
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Contact: Laura Bohacz  
L.C. Williams & Associates  
800/837-7123 or 312/565-3900  
lbohacz@lcwa.com

**EUREKA ENVIROVAC™ MAKES IT EASY TO GO “GREEN” AND SAVE GREEN**  
Eco-friendlier Vacuum Offers New Color, Same Value

(BLOOMINGTON, Ill.) – It’s no secret that times are tough – on both household budgets and our rapidly changing environment. Luckily, those who want to go “greener” in their lifestyle don’t have to spend all of their own green, thanks to the Eureka envirovac, an eco-friendlier cleaner invented to help consumers decrease their impact on the environment without sacrificing a clean home.

Now available in a new color, black with sea foam green accents, the envirovac is one more way the design team at Eureka supports “greener” living. A full-sized upright, envirovac is available at Walmart and on walmart.com for only \$72.22 – ensuring that environmentally-friendlier cleaning is easily available for all who want to incorporate eco-consciousness into their daily lives.

“The Eureka envirovac uses just 960 watts of energy an hour, as opposed to the 1,440 watts of energy used per hour by the standard upright vacuum,” said Jackie Cooper, director of marketing and communications for Eureka. “Less energy is required to run envirovac, so fewer harmful emissions are created – and because it still offers the powerful cleaning results Eureka customers have come to expect, envirovac is a great value for those seeking to both go ‘green’ and save green.”

In addition to providing energy savings, envirovac features a washable hypoallergenic filter, which consumers can rinse and reuse multiple times to lessen waste and save money. And because Eureka’s commitment to creating a “greener” vacuum goes beyond the unit itself, envirovac is packaged in 100 percent recycled, unbleached cardboard to further reduce its impact on the earth.

Eureka knows that “green” cleaning should also be thorough cleaning. To help reach the dirt and crumbs that collect in hard-to-clean areas, envirovac features the exclusive Power Paw® with Riser Visor™ power brush – a unique tool designed with a flip-top hood that cleans vertically and horizontally to tackle stairs, upholstery and stubborn pet hair. In addition, envirovac features a bottom-empty dust cup for easy maintenance, an upholstery/dusting brush and an extra-long crevice tool and wand to reach dirt in corners, on furniture and along baseboards.

More information about envirovac can be found on [www.vacuumgreen.com](http://www.vacuumgreen.com).

*\*A typical full-size upright uses 12 amps; envirovac™ uses 8 amps.*

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**About Electrolux Home Care Products, Inc.**

Electrolux Home Care Products, Inc. (EHCP) leverages consumer driven insight to manufacture and market innovative floor care products under its well-known Eureka and Electrolux consumer brands. The company also sells high-quality commercial products under its Sanitaire brand name and central vacuums made by its Electrolux Central Vacuum Systems division (formerly known as Beam Industries). EHCP is based in Bloomington, Ill., and is a part of The Electrolux Group. Visit [www.electroluxusa.com](http://www.electroluxusa.com), [www.eureka.com](http://www.eureka.com), [www.sanitairevac.com](http://www.sanitairevac.com) or [www.beamvac.com](http://www.beamvac.com) for more information.