



For Immediate Release

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**Bona® and the Environmental Media Association Partner for a Better Planet
*Partnership Kicks Off at Recent EMA Awards Ceremony***

Aurora, Colo., Nov. 1, 2016 – Bona, the world leader in hardwood floor care and maintenance since 1919, today announced its partnership with the Environmental Media Association (EMA), a non-profit organization dedicated to harnessing the power of celebrity and the media to promote sustainable lifestyles. The partnership launched at EMA’s star-studded awards ceremony on Saturday, October 22 in Los Angeles.

“Brands like Bona help us tell the full story of sustainable living,” said Debbie Levin, EMA President. “Environmental awareness isn’t enough to instigate change – we also have to take action. Purchasing products that are environmentally-minded, choosing to recycle and connecting with organizations that make a difference all lead to a healthier planet.”

For almost 100 years Bona has offered healthy products for durable and beautiful hardwood floors. Bona is the first in its industry to carry a full system of hardwood floor finishing and floor care products certified for indoor air quality. Bona contributes to a healthy home by eliminating dust during the sanding process, offering low-VOC hardwood floor finishes and in creating non-toxic, pH-neutral floor care products. Bona’s floor care products are GREENGUARD GOLD certified for indoor air quality. Bona hardwood floor care products can be found in retail outlets and online nationwide.

“Connecting Bona to organizations like EMA help us educate that products can be effective and safe for families and their homes,” said Cate Vanegas, director of marketing, Bona US. “EMA is the perfect venue to help us spread the word.”

Bona’s partnership with EMA officially launched at the EMA Awards ceremony on October 22, 2016 in Los Angeles, CA. Since 1991, the EMA Awards has been the only program solely devoted to celebrating the entertainment industry’s environmental efforts.

ABOUT THE ENVIRONMENTAL MEDIA ASSOCIATION

The Environmental Media Association (EMA) is a Non-Profit 501(c)3 Organization founded by Norman and Lyn Lear & Alan and Cindy Horn in 1989 to inspire solutions for the environment through our impact in media and pop culture. The organization has grown into a diverse subsection of entertainment industry tastemakers, entrepreneurs in finance and technology, and green icons dedicated to the mission of promoting environmental progress and innovations through celebrity role modeling, campaign work, year-round programs and our two large scale annual events, The EMA Awards (<http://www.green4ema.org/ema-awards/>) and next year’s first annual EMA Impact Summit. EMA serves as a valuable link between the world of media and the environmental community, working tirelessly to bring the planet’s most pressing issues to the forefront of pop culture and make true change by inspiring the next generation of filmmakers and entrepreneurs. To find out more about our programs and events visit us at www.green4ema.org and www.facebook.com/green4EMA, Hashtag: #Green4EMA, Instagram @green4ema and Twitter @green4ema.

About Bona US

Bona US is the North American subsidiary of BonaAB in Malmö, Sweden. Bona US manufactures and distributes floor and home care products. Bona's hardwood floor care systems have been successful in the professional market for almost a century. Consumer products are available in most major retail outlets throughout the U.S. and North America. With certifications like GREENGUARD, the company has also been recognized for formula innovations that are pH-neutral and residue free. For more information, please contact Bona US at (800) 872-5515 or www.bona.com.

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