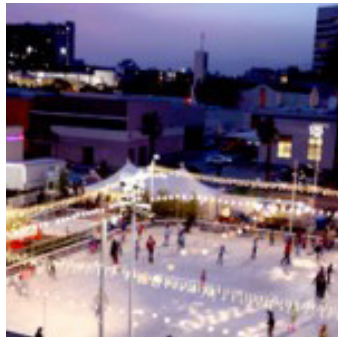


Pure Power providing clean solar power at the Santa Monica Ice Rink



Pure Power is proud to announce that we are providing clean solar power, via an S10 Mobile Solar Power System, to lights, food and skate rental vendor at the Santa Monica holiday ice rink.

This fantastic community rink, which is put up for about 4 months every year and served an estimated 65,000 skaters last year, always get challenges from the eco-community. They say "Ice in Santa Monica?" But to be fair to those who run this important and festive rink, (and you can get more details from them) they provide solar power (via a local company, no less - - excellent second bottom line attribute!) and any grid power that is used has a high renewable component to it. We will update this site as we get the full

picture of their environmental efforts, which are impressive.

For example, check out how the tents were designed - this is outstanding!:

"Something beautiful is blossoming. Herbal Essences, known for its variety of luscious hair care and styling products, has teamed up with Portraits of Hope, a program that merges public art with creative art therapy for hospitalized children within local communities, to transform **ICE at Santa Monica** into an oasis of beauty and hope this winter season with a large scale exhibition under ice. The Portraits of Hope-designed art project, nurtured by Herbal Essences, will bloom into a luscious paradise of beautiful flowers encased in ice for people to enjoy from November through February at **ICE at Santa Monica**.

