



**Former Minneapolis Fire Chief: A First Responder in I-35W Bridge Collapse;
Coordinates Helping Hand Contribution of Soapopular Hand Sanitizers For EMS Workers**

For Immediate Release

Minneapolis, MN, Aug 8, 2007-- Former Minneapolis Fire Department Chief Bonnie Bleskachek, an embattled hero to many in the Minneapolis community, hasn't allowed recent personal controversy to stand in the way of helping Minnesota citizens in times of crisis.

Bleskachek, a career firefighter who, in 2004 was celebrated nationwide for being one of the country's few women to be appointed Chief of a major US city fire department, only to be demoted two years later after becoming embroiled in a political firestorm, is one of the many heroes emerging in Minneapolis's I-35W bridge collapse.

Since the August 1 catastrophe first occurred, Bleskachek has been working tirelessly by coordinating volunteer and emergency supply logistics, and she was the first to respond to an unsolicited call from a Connecticut company offering to contribute a shipment of Soapopular, a new, alcohol-free hand sanitizer, for emergency workers at the disaster scene.

Pedro Mata, a partner of Mata Global Solutions, the Connecticut import firm that distributes Soapopular throughout the United States, stated, "Last week's catastrophe struck a particular chord with us, as we had just returned from a planning session in Minneapolis with executives from Target, Inc., and we were immediately compelled to do whatever we could to help the emergency workers on site."

Added Mata, "Within less than one hour of our phoning the Minneapolis Mayor's office, Bonnie called back, and quickly coordinated our shipment of Soapopular. Bonnie told us that the sanitizers would be immediately distributed to Minneapolis Police Department officers working at the disaster scene; as most of the police officers don't have the luxury of protective gloves."

According to Bleskachek, "All helping hands are being welcomed by our community, and the hand sanitizers contributed by Soapopular are particularly appreciated."

Soapopular is one of few, next generation, alcohol-free hand sanitizer products that have been introduced since national news media first began reporting about the side effects of typical hand sanitizer products, including more than 12,000 cases of child-related, alcohol-poisoning cases directly attributed to generic products such as Purell and other brands, which account for more than 95% of the country's hand



sanitizer market. FDA-approved, Soapopular's active ingredients provide the same bacteria and germ killing efficacy as more widely-known alcohol-based products, but, unlike most hand sanitizers on the market today, Soapopular is non-toxic, non-flammable, antiseptic, hypoallergenic, kid safe, fragrance free, and because its alcohol-free, it doesn't cause hands to dry or become irritated with prolonged use.

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