



## **Cuisine Scene: Eat green, shop green, save green**

Leslie Harlib

2/19/08

What's a green zebra? Sustainably printed in black and white and green all over and that many hope will be read all over.

"The Green Zebra: Local Savings for Sustainable Living, Marin County 2008" is a unique coupon book just released in Marin County. It costs \$25 and is packed with 275 coupons for discounts at 157 businesses including organic restaurants, eco-friendly stores, home and garden shops, yoga and fitness studios, spas and various getaways in West Marin.

The book is the do-gooder brainchild of San Francisco residents Anne Vollen and her business partner Sheryl Cohen.

"'Green Zebra' was my reaction to when my children at public school brought home 'Entertainment' coupon books as a fundraiser and it was all for discounts at chain stores and fast foods," Vollen explains. "I thought, 'Why can't someone create something like this that speaks to my values and helps me make conscious purchasing decisions?'"

With Ivy League credentials and former careers in banking and marketing, Vollen and Cohen founded the concept in 2005; they released their first "Green Zebra" coupon books for San Francisco and the Peninsula in 2006.

Marin's "Green Zebra" guide is their third and most ambitious project yet, says Vollen. It was produced specifically to support Marin Organic (Last year's San Francisco book raised \$40,000 for nonprofits) as well as promote the "Green Zebra" mandate for helping people make sustainable, green and organic life choices through what they consume.

Helge Hellberg, Marin Organic's executive director "was adamant about having our Marin book be truly about the county," Vollen says.

In addition to coupons offering discounts or free perks in restaurants such as Frantoio, Comforts, Cafe Gratitude, Insalata's, Lark Creek Inn, Yankee Pier, Toast, Ora, Planet Organics, North Point Coffee Company and dozens more, the inch-thick book – printed on post-consumer waste recycled paper – has features about Cowgirl Creamery, Straus Family Creamery, Drake's Bay Oysters and McEvoy Ranch, some of West Marin's best-known organic food producers.

"Green Zebra" books are available at [www.thegreenzebra.org](http://www.thegreenzebra.org).

Now Vollen is trying to get school kids in Marin to sell "Green Zebra." As an incentive, Vollen says Green Light Solar in Mill Valley will donate a minimum 500-watt solar system to the school that sells the most books before June 1.

"I'm really proud of our product, Vollen says. "The Marin edition is my favorite. It has an agricultural slant that really reflects the uniqueness of the county." For more information, call 346-2361 or e-mail [info@thegreenzebra.com](mailto:info@thegreenzebra.com).