



Acterra

# News Release

ACTERRA: ACTION FOR A SUSTAINABLE EARTH

FOR IMMEDIATE RELEASE

Acterra Honors Green Business Practices Around the Bay Area

## *Green Zebra selected to receive 2008 Business Environmental Award*

PALO ALTO, April 22, 2008 -- Acterra today announced the winners of the prestigious **2008 Business Environmental Awards**, identifying ten companies and organizations who have demonstrated extraordinary environmental leadership from among this year's highly competitive field. Once again, innovative Bay Area companies have proven their commitment to the environment with their extensive and creative sustainability practices.

**Green Zebra has been selected as a winner in the category of Environmental & Sustainability Education.** The Green Zebra guide makes it fun and easy to live more sustainably in the Bay Area, with separate editions for San Francisco, the Peninsula and Marin County. Each eco-friendly publication contains more than 200 exclusive offers from environmentally conscious and community-oriented local businesses. The guides' educational articles offer practical tips for sustainable living through informed consumer choices. The guide is distributed online, at public events, through select retailers, and as company gifts for clients and employees. Dozens of schools and non-profit organizations have also embraced it as an appealing, healthy and lucrative fundraising tool. Sponsors include Planet Organics and Pacific Gas and Electric Company. For more information please visit [www.thegreenzebra.org](http://www.thegreenzebra.org).

During the rigorous three-month judging process which involved 28 regional environmental and sustainability experts, the competitors showcased their environmental innovations in six categories including sustainability; sustainable built environment; environmental and sustainability education; environmental enterprise; commute and transportation, and pollution prevention/resource conservation. For information regarding the other award winning programs, please visit [www.acterra.org/bea](http://www.acterra.org/bea).

"Green Zebra has taken a common and well know item, the coupon book, and developed a unique twist" remarked Michael Hall, lead judge. "In addition to having about 80% of the coupons focused on green companies and or green product, the book contains substantial information on how a user can green their every day activities. They are the leaders in this effort to combine savings and sustainability for the everyday consumer." **Green Zebra will be honored at the 2008 Business Environmental Awards Reception on June 3<sup>rd</sup> at the Frances C. Arrillaga Alumni Center, Stanford University.**

Since 1990 Acterra's Business Environmental Awards program has recognized over one hundred Bay Area businesses and academic and nonprofit organizations for excellence in environmental leadership. Winners, who have in the past included Adobe, Apple, HP, Roche-Palo Alto, and Sun Microsystems, have made improvements in their operations that significantly reduce their environmental impacts, thereby benefiting all Bay Area residents.

### **About Acterra**

Acterra is a non-profit organization with a 38-year history of environmental leadership and programming in and around Silicon Valley. Acterra has events, resources and programs that involve and educate individuals and communities across a broad range of environment issues. For more information visit [www.acterra.org](http://www.acterra.org).

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