



THE SUSTANY FOUNDATION

The Sustany Foundation Announces Partnership with City of Tampa on Green Business Designation Program.

Tampa, Fla. (August 4, 2009) – The Sustany Foundation, in partnership with Mayor Pam Iorio, is initiating a Green Business Designation Program for the city of Tampa. The Tampa City Council gave final approval to the contract on July 30, 1009.

Businesses choosing to participate in the program will have to adhere to a list of criteria that evaluates their organization's level of sustainability including green policies and practices. A business can achieve one of three distinct levels of green designation depending on the number of points achieved through the evaluation. Businesses that receive the designation will be provided a "green seal" to post at their business location that recognizes their achievement. Additionally, the organization will be included on the City's green web page as part of Tampa's "Green Pages" for businesses and on The Sustany Foundation website.



"Businesses participating in the program will inevitably reduce their carbon footprint, waste, and/or pollution to varying degrees," said David Reed, Founder and President of The Sustany Foundation. "And, probably even more important to businesses in this difficult economic time, they can reduce their operating costs through a reduction in their energy and water use, or limiting their waste."

"With the recent increase in consumer interest to purchase products or patronize green-friendly local businesses, this designation could become a marketing edge for participating businesses," added Sustany Executive Director Brian Curry. "We think that the marketing advantage along with a potential drop in operating costs gives participating businesses a competitive edge in this trying economy."

The Sustany Foundation was founded in 2007 to improve the Bay area's quality of life by promoting a culture of sustainability on a local level. The Foundation encourages environmental and social responsibility by supporting individuals and organizations committed to stewardship and sustainability. Sustany serves as a conduit between those who wish to contribute their time and/or their assets to protecting and enhancing our quality of life, and those who have effective plans and programs in development or underway that complement and advance our mission. Go to www.sustany.org for more details and to fill out a form if interested in participating.

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