



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Be a 2017 Louisville Green Business!

The application period is open to earn official designation as a 2017 Louisville Green Business for your commitment to the sustainability, health, and economic vitality of our community! Not a business owner? Nominate a Louisville business for the 2017 Green Business People's Choice Award.

For a second year running, the City of Louisville and its Sustainability Advisory Board (LSAB) have partnered with Boulder County's Partners for a Clean Environment (PACE) and Louisville's Chamber of Commerce, to offer public recognition of our local businesses' current efforts to conserve and reduce waste.

PACE provides free expert advisor services, financial incentives for sustainable practices and a certification program to help businesses measure and gain recognition for their energy, waste, water, and transportation achievements. In addition, they will help local businesses fill out our program's recognition application, at no cost.

New this year is the GreenBiz Tracker, a free online tool from the Colorado Green Business Program and Colorado Department of Public Health and Environment, allowing businesses to easily apply to become a 2017 Louisville Green Business. With this tool, our local businesses can share technical resources, program content and marketing, and lessons learned by others. Its dynamic web portal allows programs to improve marketing and manage applications, tracking, and recognition in a coordinated effort with similar programs throughout the state.

Applications will be accepted from now through the end of this year. PACE and LSAB will review applications and notify our businesses of their recognized achievements and rankings early next year. Businesses will receive public recognition by our City Council and will be highlighted in press releases and a newspaper ad, and will be congratulated at a Reception for all of them, where they can share ideas and suggestions with each other about their achievements. Recognized businesses will also receive "2017 Louisville Green Business" window decals for their storefronts, as well as a digital decal for use on a website.

Businesses can achieve certification in each of five separate categories: Energy, Waste, Water, Transportation, and Community. Louisville's Green-Business Recognition Program has three levels of accomplishment-recognition: Bronze, Silver, and Gold. PACE partners will assist local businesses to identify their actions and practices that will earn points in each category, and accumulated points will determine accomplishment rankings.



Start now! Apply online to be recognized as a 2017 Louisville Green Business or nominate a business for the 2017 Green Business People's Choice Award by December 31, 2017: louisvilleco.gov/business/green-business-recognition-program

Need help? Have questions? Contact an expert **PACE** Business Sustainability Advisor at **303-786-7223** / info@PACEpartners.com, or contact Erika Archer, Louisville's Sustainability Specialist, at 303-335-4534 / earcher@louisvilleco.gov.

Green business is smart business. Don't wait another year to be recognized as one of Louisville's 2017 Green Businesses!

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