

For Immediate Release

**GREEN BUSINESS RECOGNITION PROGRAM for NEW RIVER VALLEY  
BUSINESSES**

**Go Green NRV presents its “Green Your Business” program to businesses in the New River Valley. The Go Green NRV program is designed to encourage local companies to incrementally increase sustainable practices in their operations, resulting in cost savings and other business benefits. The program is currently finishing its pilot phase, and is inviting applications from New River Valley businesses.**

Go Green NRV will be sponsoring a Green Business Seminar on Wednesday, October 14<sup>th</sup> at the YMCA @ VT in Blacksburg as part of Sustainability Week. For additional information, please visit [www.GoGreenNRV.com](http://www.GoGreenNRV.com) or email [info@gogreenrv.com](mailto:info@gogreenrv.com).

Go Green NRV was formed as an outgrowth of the October 2008 Sustainability Week, and its Steering Committee (volunteers from local professional firms, service providers, retail and industrial businesses, as well as municipal employees) has met faithfully over the past ten months to research the prospect of a local “green business program” and develop a plan that is feasible for companies of any size to implement.

Companies wishing to participate in the program are asked to complete a comprehensive checklist detailing current sustainable practices as well as those identified as short- and long-term goals. The checklist includes measures as basic as recycling or reusing paper and patronizing services close to their business, to more in-depth measures. Each year participating businesses will update their checklists to show what progress has been made over the twelve-month period towards further environmental responsibility. Continued recognition as a local green business will be facilitated through updates to the checklist and other elements of the renewal program.

Go Green NRV extends thanks to the Roanoke Valley Cool Cities Coalition and others involved in the Roanoke Valley’s sustainability efforts for sharing their expertise and resources.

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