

(Your company letterhead or logo here – optional)

Date

FOR IMMEDIATE RELEASE

For more information contact:

Contact: Name

Department/Title: if applicable

Address: address

(Best) Phone: (360) xxx-xxxx & availability

Email: optional

Attention-Getting Headline in Bold Goes Here (try to keep to seven words or less)

Bellingham, Washington - quick summary – a couple sentences that provide a brief overview of information contained in release.

First Paragraph - Grab the attention of the reader here. Answer the important questions like who, what, where, when, why & how in this paragraph.

Second Paragraph (if necessary) - More information and facts (if available). Consider a quotation to break up the release and make for easy reading.

Last Paragraph - Direct the reader to your website where they can find more information on this announcement. If you can keep your announcement to one page that is best. You might consider including a photograph to submit with your release for added benefit.

(Space)

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(### = end of release)

About (your company name)

A short paragraph about your company including your website address.

Toward Zero Waste – Media Release Background Info

Updated: July 20, 2009

Headline Ideas

- (Your Company Name) joins local Toward Zero Waste movement; commits to XX% waste reduction
- (Your Company Name) reduces waste by XX% (or lbs.); saving \$\$ a month (or yearly amount)
- ## (your company name) employees lead effort to reduce (company name) waste stream by XX%
- (Your company name) partners with (company name) in waste exchange

Main Body Resource Info & Content Ideas

Toward Zero Waste Campaign

Sustainable Connections launched the business-led Toward Zero Waste community campaign in 2008 with over 70 locally-owned Founding Partner businesses.

As of September 2009, over 165 local businesses are participating in TZW.

The Toward Zero Waste (TZW) Campaign aims to reduce the amount of waste that ends up in landfills, increase re-use and recycling of existing resources and increase purchasing of recycled and environmentally-preferred products.

The TZW campaign was started by Sustainable Connections in 2008 as a way to help move our community toward zero waste. TZW began with more than 30 Pioneer participants, businesses that are already achieving waste reduction rates of more than 80%, and more than 40 Partner businesses committed to reducing their waste streams by more than 50%.

Participating in TZW is a way for local businesses to run their businesses more efficiently, reduce waste being sent to the landfill – and even save money. Even more, it sends the right message to employees, customers, our community and future generations, and can be an effective tool in marketing your business a good steward of our environment.

TZW Pioneers have achieved extreme rates of waste reduction – 80% or more.

TZW Partners – have committed to at least a 50% reduction in waste in 2009.

TZW is the right thing to do for our environment, community and it saves my business money.

Zero Waste Concept

“Zero Waste” is the concept that when we throw something away, there really is no “away.” The very idea of “waste” can and should be eliminated. Garbage sent to landfills is simply taken out of its natural cycle and put into a holding place for later generations to deal with. Reducing waste now can have big benefits in the long run – reducing environmental and climate impacts, encouraging more efficient uses of resources and even saving money! The Zero Waste concept is considered to be one of the fastest, cheapest and most effective strategies for reducing greenhouse gases.

Participating in Toward Zero Waste is a way (company name) can reduce waste and our impact on the environment, save money and make a positive contribution to our community.

Consider a quote from your company's owner or lead TZW contact that explains why you are participating in TZW or gives some relevant info about your overall diversion rate or a material you have diverted to reuse or eliminated from your waste stream or perhaps employee/customer response to your efforts.

About Sustainable Connections

Sustainable Connections is a non-profit membership organization of 600+ NW Washington business and community leaders working to transform and model an economy built on sustainable practices. Visit www.sconnect.org for more information.