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## Popular positive publication joins Green Business Partnership

Positive Change Media is Sarasota County's newest Green Business Partner. The company produces *Positive Change*, a monthly lifestyle magazine focused on green living, healthy eating, natural health, personal growth and travel adventures. It is also the driving force behind Efest, a community-wide collaboration supporting sustainable personal lifestyle choices through education, entertainment and eco-commerce.

"*Positive Change* provides readers with substantive editorial content each month focused on green living and sustainability," says publisher Randy Moore. "We were the first magazine in the region to have a dedicated green column, and we help influence sustainable construction by showcasing buildings and other businesses that offer tools, resources and eco-friendly products."

According to Sarasota County Recycling Coordinator Tom Franklin, "What's so powerful about this company is its readers include seasonal visitors, residents and tourists from throughout the U.S. and other countries. But in addition to promoting 'green' principles in its publication and community efforts, Positive Change Media also promotes environmental stewardship by working with its landlord and co-tenants to reduce energy use and increase recycling."

The Green Business Partnership was initiated under a Florida Department of Environmental Protection grant and is open to all businesses in Sarasota County that implement required resource conservation measures and pass an on-site certification assessment. Each certified business receives a Green Business Partnership certificate and seal they can display to demonstrate their commitment to a healthy environment. They also receive an electronic logo that can be used on company stationary and promotional items.

Positive Change Media is now listed in a Green Business Partnership directory that is available online at the Green Business Web site, [www.scgov.net/greenbusiness](http://www.scgov.net/greenbusiness).

The Green Business Partnership is actively seeking other participants. For more information, or to request a Green Business Partnership packet, contact the Sarasota County Call Center at 941-861-5000 and ask to speak with the county's Recycling Coordinator.

For more information on the businesses currently certified under the program, visit [www.scgov.net/greenbusiness](http://www.scgov.net/greenbusiness) and click on the link entitled, "Participating Businesses."