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**Media Contact:** Pat Haire, 941-861-5104, cell 941-650-2850, [phaire@scgov.net](mailto:phaire@scgov.net)

**Project Contacts:** Tom Franklin, 941-861-6274, cell 941-232-6761, [twfrankl@scgov.net](mailto:twfrankl@scgov.net);  
Amanda Eyer, atLarge, Inc., 941-365-9200; [ae@largeinc.com](mailto:ae@largeinc.com)

## atLarge, Inc. Advertising Agency named Green Business Partner

Sarasota County's Green Business Partnership has awarded its newest certification to atLarge, Inc., a privately held award-winning advertising agency focused on building client brands through compelling, online experiences. atLarge is the first advertising agency in the region to secure the EPA WasteWise, Sustainable Florida and Sarasota County Green Business Partnership certifications.

atLarge created an employee-led pledge to protect environmental resources and raise awareness about environmental stewardship. The company uses energy-efficient cooling systems and appliances, chemical-free cleaning supplies and recycled products. It also composts, recycles and landscapes using native plants and flowers.

"One of the most welcome 'green' changes been less junk mail as the agency actively works with junk mail senders to reduce the volume of unsolicited mail we receive," said atLarge President Anand Pallegar. "By incorporating suggestions from the Sarasota County Green Business certification process to green practices already in place, atLarge, Inc. has integrated changes that will not only improve the planet but also our bottom line by reducing expenditures for paper goods and energy costs."

He added, "Many companies that offer services instead of manufactured products believe there is little they can do to actively participate in the green movement. But every organization has the ability to reduce their environmental impact and preserve our valuable natural resources."

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.

atLarge, Inc. is now listed in the Green Business Partnership directory 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 visit [www.scgov.net/greenbusiness](http://www.scgov.net/greenbusiness) and click on the link entitled, "Participating Businesses."

**Media note:** A JPEG image of the Green Business Partnership logo is attached.

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