

June 11, 2008

## **‘Life is Good’ for Sarasota County’s newest Green Business partner**

Sarasota County has awarded its newest Green Business Partnership to Jake’s Downtown, a retail outlet that carries the full line of the popular “Life is Good” apparel. The company, which is located at 1463 Main St., Sarasota, has been open only six months, but made joining the partnership a priority from the moment owner Andrea Rankin began building the store’s interior.

“Our biggest step was taken during build-out of the store before we opened,” said Rankin, who carries a line of 100 percent organic cotton clothing. “We switched to compact fluorescent lighting, installed new ‘green’ air conditioning units, installed programmable thermostats and recycled all materials taken out from the previous tenant.”

According to Sarasota County Recycling Coordinator Tom Franklin, Rankin used reclaimed barn wood for wall covering and installed an air curtain over their front door. “Minimizing their environmental impact has been an integral consideration in all their business decisions,” said Franklin.

“Since we’ve opened, we’ve instituted a firm recycling policy of all packaging materials,” Rankin added. “We also use earth-friendly cleaners and even have recycling standards in our employee evaluations.”

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.

Jake’s Downtown 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.”