

June 30, 2008

## **‘Aspire’-ing social marketing company is newest Green Business Partner**

Sarasota County has awarded its newest Green Business Partnership to Aspire, 1613 Fruitville Road, Sarasota. The company specializes in green branding and social marketing and serves a diverse portfolio of clients, including Tampa Bay Area Regional Transportation Authority, The Wellness Community and Hurricane Glass Shield.

“We are increasingly conscious about waste management, water conservation and recycling, and we are constantly working to refine and enhance our policies in these areas,” said Grace Carlson, who founded the firm in August 2007 with Suzanne Dameron.

The two designed and remodeled their office using recycled materials, incorporating natural lighting and high-efficiency lighting.

“The company’s employees purchase recycled materials and monitor their waste so they can identify further recycling and reuse opportunities,” said Sarasota County Recycling Coordinator Tom Franklin. “They also demonstrate their environmental stewardship by purchasing green power that offsets 100 percent of their electricity use.”

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.

Aspire 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.”