



FOR IMMEDIATE RELEASE
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Green Business Program Santa Barbara County Certifies Five Green Businesses

Local Businesses Save Resources while Saving Money

SANTA BARBARA, CA – Today, the Green Business Program of Santa Barbara County announced the certification of five local businesses.

The five companies recently certified are: Movegreen (Goleta), Santa Barbara Airbus (Goleta), Le Reve Organic Day Spa (Santa Barbara), Silvergreens Restaurant (791 Chapala Street, Santa Barbara) and McDonald's (3940 State Street, Santa Barbara)

The Green Business Program of Santa Barbara County is a county- wide effort partnering local governments, special districts, non-profits, utilities, chambers of commerce, and waste haulers. (Please see our website for a full list of program partners). The program currently offers certification for businesses in the following sectors: office/retail, restaurants, automotive shops, and lodging establishments. In the coming year, additional business types will be added to the program.

The Green Business Program of Santa Barbara County certifies businesses that go above and beyond complying with applicable regulations and required measures to implement additional actions in areas such as waste reduction and recycling, environmentally preferable purchasing, energy efficiency and conservation, water conservation, air pollution prevention, and transportation using a checklist tailored to their industry type. The program is free, voluntary, and offers assistance and incentives, including an official Green Business certification decal and free promotion upon completion of the required and recommended actions. The goal of the program is to help businesses become models of sustainability, while saving money and enhancing the environment.

“This group of businesses represents a wide range of outstanding locally-owned enterprises,” said Program Director, Frances Gilliland. “From green building and water conservation, to bio-diesel powered trucks and educational campaigns for customers, these companies are benefiting our community and saving money at the same time,” added Gilliland.

A description of the newly certified Green Businesses with contact numbers follows:

Movegreen, Inc., Goleta

Patrick Wilkinson, Partner, 805-234-3722

“The green business certification is great because it reinforces and supports our business ideals and what we have fought so hard to create. It has also helped refine our company and establish goals for future improvements in our business services and practices.”

Movegreen is a full service moving company located in Goleta. All of Movegreen’s trucks are new and run on B20 biodiesel, a blended fuel made of 20% biodiesel and 80% petrodiesel. To reduce the waste of cardboard boxes and packing supplies such as newsprint and bubble wrap, Movegreen reuses and recycles all packaging materials. They also offer reusable plastic containers to eliminate the use of cardboard boxes altogether. They have teamed up with All Green Recycling to offer free e-waste recycling and have partnered with the international nonprofit, Trees for The Future to plant 10 trees with every move. The company also purchases carbon credits through CarbonFund.org to offset their greenhouse gas emissions from the tailpipes of their trucks and the electricity consumed by their office. Movegreen offers their employees many innovative incentives for using alternative methods of transportation, including a \$25 rebate on the cost of a bike purchased to commute to work.

Santa Barbara Airbus, Goleta

Margaret Clemency, Administrative Manager, (805) 964-7759 X107

“The program adds a new dimension to our company Mission Statement. “Improve our customer’s lives and our community through passenger transportation services.” The entire staff has embraced the challenge and new responsibilities with a zeal that delivers benefits far exceeding the costs.”

Santa Barbara Airbus, opened in 1983 and based in Goleta, is a transportation company that provides daytrips, charters and scheduled service to LAX and other regional destinations. Each full bus or van takes cars off our roads, thereby reducing traffic and vehicle emissions. The staff at SB Airbus has embraced the Green Business Program by implementing measures in all areas of their operations. An Eco-Power Brush is used to decrease water use when washing their buses, and they use biodegradable soap. Staff can also earn cash rewards for using alternate forms of transportation, and Airbus participates in Traffic

Solutions programs to provide Emergency Ride Home services to employees who rideshare. To encourage employees to ride their bicycles to work, Airbus provides on-site bike storage and shower and locker facilities. The company actively works to reduce the amount of paper it uses and has redesigned its Daytrip Calendar from a 10-page glossy newsletter to a two-sided leaflet. Airbus staff is required to recycle everything possible, including scrap metal, and they run a very successful recycling program for passengers on their buses, greatly reducing the amount of trash collected on the buses after trips.

Le Reve Organic Day Spa & Boutique, Santa Barbara

Shannon Neels, Owner, 805-564-2977

“The benefits of becoming a certified Green Business include the obvious as far as saving money on utilities and then the bigger benefits like being able to spread the word, be part of a like-minded community, educate, and having that great feeling of being pro active and making a difference at Le Reve, in our homes, and in our world.”

Le Reve Organic Day Spa & Boutique was founded on the philosophy of choosing organic and biodynamic products. They currently offer a wide range of skin care products and services that put their belief in action. The staff at Le Reve is dedicated to green purchasing, including all paper products they use in the spa and in promotional materials they design and print. They have also switched to compostable water cups, and are continuously looking for new and better containers and packaging. They recycle all possible materials, and have recycling bins located inside the spa to make recycling easy for clients and staff. As they update and remodel their space, they are using FSC-certified wood as well as salvaged materials. Le Reve employees are encouraged to bike, carpool, bus or walk to work and can earn one paid vacation day per year by achieving goals set forth in their transportation program.

Silvergreens, 791 Chapala, Santa Barbara

Brian A. Rocha, Operating Partner, 805-962-8500

“Even though completing the certification was a great milestone for us as a company and restaurant, there are always areas to improve and learn more about making economically sound choices and sustainable business practices. The *Green Business Program* helps in being this local resource for us, and that support serves as a great asset to our team.”

Silvergreens is a locally owned restaurant with a goal “to be involved, contribute, and give back to our community.” Becoming a certified green business fits their vision of contributing and giving back. The restaurant was designed to *Built Green Santa Barbara* standards, and achieved their highest certification rating of three stars. The restaurant's table tops are made from local, reclaimed wood from fallen trees. Much of the food service equipment and appliances are

Energy Star certified, and they utilize lighting systems that are energy efficient. Silvergreens has also eliminated the use of Styrofoam to-go containers, uses biodegradable products, and even features organic coffee from a local coffee roaster, Green Star Coffee. As part of becoming a certified Green Business, management developed a Commuter Benefit Package for their associates, featuring a prize raffle for those who use alternative transportation and offering pre-purchased bus passes to their employees who choose to ride the bus to work.

McDonald's, 3940 State Street, Santa Barbara

David Peterson, Owner, (805) 689-2341

“Many small efforts can make a big impact, and we are proud of the results we have achieved through our partnership with the Green Business Program. Our staff is learning at work what they can do in their personal lives to continue to make a difference, and we hope to set an example for other businesses in our community.”

David Peterson and his staff at the McDonald's on Upper State have made many changes to their restaurant's operations as a result of their participation in the Green Business Program. They upgraded many fixtures in their public restrooms, including installing waterless urinals, and have upgraded their irrigation system, thereby realizing significant monthly water savings. Energy saving measures include installing new, energy efficient hand dryers and a new Energy Star ice machine. New recycling containers have been placed in front of and behind the counter. Used cooking oil is collected by a local company to be converted to biodiesel. Employees also now participate in a ridesharing program that includes raffle prizes for those who do not drive alone to work.

For more information and to view a list of all certified Green Businesses, go to www.greenbizsbc.org.

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