

**For Immediate Release:**

Summer 2010

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Summer 2010 Press Kit**Eco-Friendly Yampa Valley: Our landscape isn't the only thing that's green...**

Here's a glimpse of sustainable organizations and projects in our area

**Sustainable Business Program**

Currently 72 businesses strong, the Sustainable Business Program is one of the most accredited, diverse and encompassing programs of its kind in Colorado. Established in March 2007 as a collaborative effort between the Steamboat Springs Chamber Resort Association and Environmental Solutions Unltd, the Sustainable Business Program has been changing the nature of business in the Yampa Valley. The program focuses on sustainability and the Triple Bottom Line - a new way to define business success. The Triple Bottom Line includes: financial success, social responsibility, proactive environmental management, and the inter-relationships between them. Its goal is to leave our planet in as good or better shape for future generations. Check out a list of Sustainable Business Program members and their certification levels here.

Cents for Steamboat

Want to leave the Yampa Valley better than when you arrived? Consider participating in the Cents for Steamboat program. The Cents for Steamboat program has been developed as part of the Chamber's Sustainable Business Program to create a funding source for local sustainable projects. This strictly voluntary program derives funds from voluntary donations by consumers. Patrons of the participating businesses can donate 1%, or other amount, of a business transaction which will then be earmarked for sustainability-oriented local projects. The monies are re-invested to support sustainability-oriented projects in the community selected by participating businesses (for example Green Halloween, Spare the Air, Beetle Rebutal). Learn more by visiting www.steamboatcchamber.com/cents. Thank you to Black Tie Ski Rentals, The Steamboat Pilot & Today, Central Park Management, Light Works of Steamboat, Steamboat Motors, LLC and Native Excavating for participating in this project in its first year.

Yampa Valley Eco-Guide

The Yampa Valley Eco-Guide is an online resource outlining all sustainability-related organizations, services, retailers in Routt County by category, organization and service. This tool can be used by visitors and locals to get the more relevant information about what is available in the area. Check out this inclusive guide that literally is a one-stop-shop meeting all sustainability need. While here learn more about where and who to ask questions to, community initiatives, how to get involved in the Yampa Valley's sustainable efforts. Please visit www.steamboatcchamber.com/ecoguide.

Yampa Valley Sustainability Council

The Yampa Valley Sustainability Council provides leadership to advance environmental, economic, and social sustainability for current and future generations through education and by building collaboration among individuals, organizations, businesses and government. This organization has proved to be a valuable tool and resource to community members as YVSC works to enhance collaboration among entities involved in making our community more sustainable.

A well know program of the Yampa Valley Sustainability Council (YVSC) is the **Zero Waste Initiative** which is a coalition that is dedicated to keeping waste at bay and spreading awareness of recycling, reusing materials and composting specifically at Steamboat Springs public events and in large corporations. With the goal of making events zero waste team, members help attendees in one of the fastest and most effective strategies for combating climate change. Look for the "Zero Heroes" at public events helping make the Steamboat Springs community greener one item at a time. Visit www.yvsc.org to learn more about their mission, projects and community involvement.

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ReTree Colorado: Saturday, June 26, 2010

The Steamboat Springs community is looking for individuals who are interested in helping plant nearly 20,000 trees in Routt County this summer. That's right! Nearly 20,000 trees to be planted in ONE DAY. The "Re-Tree Colorado" project is a community wide tree planting planned for Saturday, June 26, 2010. This tree planting is designed to raise awareness on a local and national scale as to the state of our forests during the bark beetle epidemic. Tristan Frolich, the project manager of "ReTree Colorado" submitted the idea of a large scale tree planting project/event to a national competition called "The Green Effect: Small Steps to Create Large Change," sponsored by National Geographic and Frito Lay and was awarded \$20,000 to see his project through. Tristan was one of five winners out of a pool of nearly 2,500 who received \$20,000 to make his project happen. Help make Tristan's project a reality by volunteering. Learn more and sign up to volunteer at www.retreecolorado.com.

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