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Independent Communications Studio Greens Marketing from the Inside Out

Roughstock Studios teams up with city government to achieve Green Business Certification.

September 10, 2007, San Francisco CA – Roughstock Studios, a communications studio specializing in writing and graphic design, has been certified as a Green Business by the city of San Francisco. The independent studio joins a growing number of small businesses dedicated to social and environmental change from the inside out.

“Profitability and sustainability are not mutually exclusive endeavors,” says founder and principal of Roughstock Studios, Jessica Sand. “In fact, when applied to both internal operations and external decision making, sustainability can *breed* profitability.” Roughstock worked closely with various city agencies throughout an exhaustive certification process that focused on reducing energy and water consumption, minimizing the studio’s waste stream, and adopting purchasing policies that reflect environmentally preferable standards.

With Roughstock’s new certification status, Sand is repositioning the studio to tap into growing consumer awareness about such issues as climate change, ethical business practices, and green marketing. “It’s in everyone’s interest to develop business models that serve both a business’ stakeholders and the community as a whole,” says Sand.

The Green Business certification is particularly significant as more and more companies attempt to give their businesses a greener hue. It provides an objective, government-regulated assessment for consumers facing the daunting task of determining which companies are actually making significant changes and which are simply making hollow claims. Roughstock Studios has posted their comprehensive sustainability policy at the company’s website, www.roughstockstudios.com.

Sand hopes Roughstock’s Green Business certification serves as an example to other marketing firms, stressing that sustainability is an ongoing process with a low barrier to entry: “It’s easy to get the ball rolling,” she says, “and it’s extremely satisfying to reap the benefits.” More information can be found at www.roughstockstudios.com and www.sfgreenbiz.org.

About Roughstock Studios

Roughstock Studios, based in San Francisco, CA, is an independent communications studio offering writing, design and consulting services. Roughstock builds meaningful messages for a wide range of independent, nonprofit and corporate clients while implementing sustainable practices along the way.

About the San Francisco Green Business Program

The San Francisco program is part of the larger Bay Area Green Business Program, a successful partnership of environmental agencies and utilities that assists, recognizes, and promotes

businesses and government agencies that volunteer to operate in a more environmentally responsible way.

Media Contact:

Jessica Sand, Roughstock Studios
(415) 515-9308
press@roughstockstudios.com
<http://www.roughstockstudios.com>

Relevant URLs:

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