

THE BIG CITY GUIDE TO GOING GREEN



PUBLISHING & MEDIA

Consumers in San Francisco now have a handy resource to turn to for information on eco-friendly restaurants and retailers—and one that will save them money to boot! The [Green Zebra Guide](#) is a shopping guide and coupon book, offering savings of over USD 12,000 at more than 250 local organic restaurants and shops, spas, yoga and Pilates studios, independent bookstores, bike shops, museums and more. Priced at USD 25, many customers will find that the guide pays for itself in just a few purchases. Not only are customers inspired to go green, but the Green Zebra Guide is a great marketing tool for participating businesses, many of whom are local independents whose brands aren't as recognizable as their larger chain competitors. The Green Zebra Guide's outreach to the local community doesn't stop there. Green Zebra donates a portion of their profits to the Conservation Connection Project, an environmental science initiative for area public schools. Schools and non-profits also can sign up to sell the guides as a fund-raiser, earning USD 10 for each copy sold. The guide also features articles and tips on eco-friendly living, including a list of 20 steps you can take today for a greener tomorrow—all in all, a great reference for area residents who want to feel better about their impact on their community and environment. Currently, the Green Zebra Guide is limited to the San Francisco area, but as consumers everywhere become more environmentally conscious, this concept could gain popularity in almost any major city.

23rd March 2007

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