



For Immediate Release  
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**Marin Convention & Visitors Bureau Announces  
Re-Certification by Marin County Green Business Program**

San Rafael, CA – The Marin Convention & Visitors Bureau (MCVB) has been a certified Marin County green business for a number of years, and just recently was evaluated for re-certification and passed.

MCVB appointed "Green Team" employees, Christine Bohlke and Gina Marr created *Green Business Standards* that reflect the MCVB's general practices on resource conservation and pollution prevention, along with a *Green Purchasing Policy* for the office to maintain. Although the MCVB is a paper-heavy operation, employees consistently drive visitors to use website and other online resources; many other conservation processes have been incorporated into daily operation, including pushing electronic collateral and reducing waste, such as eliminating individual water bottles and styrofoam, setting printers and copiers to duplex, using only earth-friendly plastic bags and cups, as well as reusing paper for notepads, and reusing plastic and paper bags.

To help prevent pollution, MCVB uses non-toxic paints and low-toxic, 8.1 rated cleaning products that meet additional certifications from "Good Guide's" standards. In addition, we have replaced aerosols with pump dispensers, eliminated products that contain anti-bacterial agents, and recycle all universal wastes, such as fluorescent tubes and bulbs, batteries and electronics. The MCVB has also joined Spare the Air program and employees carpool to events or take the ferry to San Francisco.

The biggest lesson for the MCVB becoming recertified came with navigating through hundreds of cleaning products that claim earth-friendly and green branding, but do not carry the minimum 8.1 product rating in the "Good Guide", as required by the Marin County Green Business program. T

Since 2011, the MCVB continues to encourage Marin lodging properties and other businesses who accommodate the green traveler to become green certified, however, if you are interested in learning more and getting your business green certified, please contact Marin County Coordinator Dana Armanino at 415-473-3292 or [darmanino@marincounty.org](mailto:darmanino@marincounty.org) for assistance.

The Marin Convention & Visitors Bureau (MCVB) is a private 501-c6 organization that promotes Marin County as an overnight destination through marketing programs, collateral materials, trade missions, and partnership with other industry-related organizations. The mission is to develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.

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