



Earth Day and National Green Initiatives

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FOR IMMEDIATE RELEASE

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As Earth Day approaches and the nation focuses more on the green initiatives, the Green Cleaners Council continues its efforts in ensuring that dry cleaners take the right steps towards a "green" lifestyle for their businesses and their clients. The Council is pleased to participate in Earth Day celebration by acknowledging Green Cleaner Certifications for the dry cleaners who have made verifiable changes to their operation and can rightfully make the claim to being a "green" cleaner.

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"The dry cleaner's impact on the environment reaches far beyond the kind of cleaning processes they utilize," said Ann Hargrove, a Green Cleaners Council Board Member. The Council's certification program concentrates on all aspects of environmental sustainability and provides consumers a means to judge how comprehensive their dry cleaner's commit to creating a more sustainable and greener world really is.

"This certification is not only an important step for individual dry cleaners, but for the entire dry cleaning industry," asserts another Council spokesperson. The Green Cleaners Council conducts an in-depth analysis of the operating practices and processes used by the cleaner, from the store front to the back, including water use and conservation, eco-friendly products, delivery vehicles efficiency ratings, energy conservation, alternative energy sources, the use of recyclable bags, hanger recycling and others environmentally responsible initiatives. Applicants are rated based on their overall dedication to recycling efforts, responsible solvent use, eco-friendly cleaning processes, environmental sustainability programs, precautionary practices, smart energy and water conservation, and other considerations as adopted across their entire operation.

About the Green Cleaners Council

Green Cleaners Council membership review committee consists of a cross-section of disciplines to ensure all aspects of environmental sustainability are considered. Representatives include dry cleaning customers,



environmental engineers, waste management experts, attorneys and the National Cleaners Association.

To learn more about the Council's rating system and requirements, feel free to visit its official website at <http://www.greencleanerscouncil.com/>.



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