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PAYDIRT LAUNCHES "SUSTAINABILITY BOOTCAMP" SERVICE OFFERING

Boot Camp designed to boost corporate sustainability efforts in an interactive one-day workshop

MINNEAPOLIS – February 1, 2010 – Today Paydirt, LLC announced the launch of "Sustainability Boot Camp," a new service offering targeting organizations interested in initiating, expanding or improving their sustainable products and programs.

Paydirt, a Minneapolis-based sustainability consultancy, will facilitate the one-day sessions and lead business clients through a high-energy educational and planning process. Boot Camp features three interactive segments, including a staff educational workshop, and two focused working sessions with key staff from the client's operational and marketing teams.

Boot Camp is designed to help companies remain up-to-date on cutting-edge sustainability concepts, while identifying opportunities to align environmental programs with key business objectives.

"Many of our clients struggle because they don't have the information or tools they need to be successful at sustainability," said Jill Kolling, founder and principal of Paydirt, LLC. "Sustainability Boot Camp offers those tools in an efficient and fun format. We help clients improve their ability to understand and measure their environmental impact areas, and – more importantly – help to identify opportunities to reduce those impacts in meaningful and compelling ways."

"Our most successful clients also find ways to leverage sustainability in marketing, product development and employee engagement efforts," said Eliza Clark, principal and environmental marketing specialist at Paydirt. "Sustainability isn't just about conservation – it's about cooperation, innovation and securing a competitive advantage."

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About Paydirt

Based in Minneapolis, Minn., Paydirt, LLC helps organizations build sustainable strategies and programs that improve environmental performance, establish market differentiation and advance key business objectives. The firm's comprehensive approach to environmental assessment evaluates an organization's performance – and potential for improvement – with respect to waste production; use of toxins and chemicals; greenhouse gas emissions; and consumption of energy, water and other natural resources. For more information, visit www.thinkpaydirt.com.