

Rizco Design Joins EPA's Climate Leaders Program

The Green Graphic Design Firm is the First Design Firm to be Accepted

MANASQUAN, N.J. (SEND2PRESS NEWSWIRE) – As a part of its continued commitment to environmental improvement, today Rizco Design, an award-winning, graphic design firm in Manasquan, N.J., announced its participation in the U.S. Environmental Protection Agency's (EPA's) Climate Leaders program. By participating in Climate Leaders, Rizco has pledged to measure and reduce its corporate-wide greenhouse gas (GHG) emissions over a period of five years. Rizco Design is the first graphic design firm in the country to be accepted into the program.



Climate Leaders is an EPA industry-government partnership that works with companies to develop comprehensive climate change strategies. Partner companies commit to reducing their impact on the global environment by completing a corporate-wide inventory of their greenhouse gas emissions based on a quality management system, setting aggressive reduction goals and annually reporting their progress to EPA. Through program participation, companies create a credible record of their accomplishments and receive EPA recognition as corporate environmental leaders.

"Rizco Design has dedicated the last year to going green starting with how our office operates, to the creative process of a project and to the final project. Measuring our greenhouse gas emissions and setting reduction goals was the obvious next step," said Debra Rizzi, Partner, Rizco Design. Considering that 26.8 million small businesses (less than 500 employees) were calculated in the U.S. in 2006, it is obvious that small businesses collectively play an integral role in global warming. Becoming part of the Climate Leaders program is just one more way that we, as a company and as designers, are showcasing how small changes can reduce our impact on overall global climate change."

Rizco Design is an award winning graphic design firm with strength in corporate identity and print design. Motivated by the major impact that paper and printing decisions have on the environment, the firm began a review of its ecological footprint and launched Beleaf in May 2007, an environmental program that is measurable and therefore accountable.

In August 2008 the Beleaf program is re-evolving into a comprehensive effort

that includes education, consulting and non-profit efforts. One aspect of the Beleaf program includes an eco-educational clothing line made of high quality and recyclable fabrics with environmental messages that inspire children and adults alike to make "One Change Now." One percent of every sale of Beleaf clothing is donated to the non-profit organization 1% For the Planet, which is an alliance of companies that recognize the true cost of doing business and donate one percent of their sales to environmental organizations worldwide.

Within this past year, Rizco Design was recognized by the Art Directors Club of N.J. and N.Y., Graphic Design USA and the Ad Club of N.J. for their work on the launch of Beleaf.

For more information on Rizco Design visit www.rizcodesign.com.

For more information about Climate Leaders, visit www.epa.gov/climateleaders.

About Rizco Design

Located in Manasquan, N.J., Rizco Design is a boutique, green graphic design firm specializing in brand communication through print, interactive and promotional design. Rizco Design services clients, both small and large, who place a high value on their visual image and believe strongly that quality design is essential to building a successful brand. In May 2007, the firm launched Beleaf, a measurable sustainability program that ensures that a percentage of each of their client's jobs are environmentally friendly.

Rizco recognizes that small changes can make a big impact – especially where the choice of paper and printing can directly effect the environment. Rizco Design is an award-winning firm and was recognized in Graphic Design USA, People to Watch Edition, January, 2007. For more information, visit www.RizcoDesign.com.

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