



greenovate™  
press release

9 East Second Avenue, Columbus, OH 43201 | p. 614 298 7000 f. 614 298 8550 | [greenovate.com](http://greenovate.com)

FOR IMMEDIATE RELEASE  
December 3, 2009

## **WCBE and Chipotle to sponsor 'Greenovate In-Focus' education program**

Columbus, OH – Greenovate™ announced today that WCBE (90.5 FM) and Chipotle Mexican Grill have signed on as sponsors for *Greenovate In-Focus*, the company's ongoing community education and outreach program. *In-Focus* began in November with "How to stay green through the winter," a four-part workshop series developed to help homeowners improve energy efficiency and indoor air quality, and lower their utility costs.

"WCBE is proud to align our mission with that of Greenovate, specifically with the *In-Focus* series," said Jim Coe. "Ongoing education with a local perspective is what stimulates and propagates community connectivity."

Since 1956, WCBE has served central Ohio with a diverse mix of public radio programming. The station currently serves the region from Marion to the north, to Chillicothe in the south, east to Zanesville, and west to Springfield. WCBE has approximately 100,000 listeners each week.

Chipotle, with restaurants in 34 states and Ontario, has become a leading voice promoting sustainable agriculture. Since 2001, the company's mission has been "Food With Integrity," emphasizing its commitment to naturally raised meat, organic produce, and dairy with no added hormones. Chipotle is also making a strong push to adopt green building standards, particularly for energy efficiency and indoor air quality.

"We're thrilled to have such great support from organizations that value the energy and effort we put into community education," said Tyler Steele, Principal/Owner of Greenovate.

For more information on *Greenovate In-Focus* and "How to stay green through the winter," visit [www.greenovate.com](http://www.greenovate.com) (click on "events").

Unless otherwise noted, all *In-Focus* sessions will be held at Greenovate in the Short North (9 East Second Avenue, Columbus, OH 43201). Interested parties can register by submitting an RSVP to [contact@greenovate.com](mailto:contact@greenovate.com). Due to space limitations, prompt registration is recommended.

The "How to stay green through the winter" program schedule is as follows:

"Energy audits: an introduction to weatherization" - November 12, 2009 (6:00 PM)  
Speakers: Marty Ellis (MORPC) and Don Hall (WattWorks)

"Achieving cost savings with efficient lighting" - November 19, 2009 (6:00 PM)  
Speakers: Don Hall (WattWorks)

"Protecting indoor air quality with Mythic Paint" - December 3, 2009 (6:00 PM)  
Speaker: Bob Jessop (Mythic Paint)



"Achieving cost savings with efficient windows and doors" - December 10, 2009 (6:00 PM)  
Speakers: Ron Green (JELD-WEN Windows & Doors) and Kevin Zuccaro (Pella Windows & Doors)

### **About *In-Focus***

*Greenovate In-Focus* is an ongoing education and outreach program whose central objective is to foster community connectivity and green building awareness.

By showcasing opportunities for each of us to make a contribution to creating more sustainable communities, *Greenovate In-Focus* strives to provide a dynamic link between knowledge and action.

### **About Greenovate**

During its nearly four years in business, Greenovate™ has built a reputation for delivering high-quality products that promote healthful indoor environments. Serving residential and commercial customers throughout Ohio, Greenovate emphasizes attentive service, tailoring experiences to each client's individual needs and concerns.

### **Media Contact**

Hudson McFann, LEED® AP  
Director, Greenovate™  
(614) 298-7000

###

