

# WHITE HORSE

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## **White Horse First Agency to Become a Portland Climate Champion**

Portland, OR September 15, 2009— White Horse announced today that it is Portland’s first marketing agency to become a Portland Climate Champion for reducing its carbon footprint to align with Mayor Sam Adams’ Climate Action Plan.

The City of Portland introduced the Portland Climate Champions program to recognize businesses that have taken comprehensive, concrete actions to reduce their carbon emissions. To qualify for the new program, White Horse improved its energy efficiency, expanded alternative transportation options for employees, and implemented a robust waste reduction and recycling program.

“As a culture of outdoor enthusiasts working with many of the greenest brands in the world, having an earth-friendly work environment is part of White Horse’s DNA,” said Jen Modarelli, Owner and CEO. “We are honored to be recognized as Portland Climate Champions and encourage others in Portland’s growing creative community to join us in supporting the Mayor’s vision for a cleaner Portland in 2050,” she added.

The agency’s sustainability program includes three main efforts: waste reduction and recycling, alternative transportation and energy conservation. White Horse reduces paper consumption with double-sided printing and purchases many post-consumer recycled office products. Employees compost coffee and tea grinds by taking them home to fertilize gardens. Plastics that are not accepted through the agency’s curbside recycling program are transported to the community recycling center. With an avid cycling contingency, the agency encourages alternative transportation by providing indoor secure bike storage and two company cruisers plus a Segway for employee day use. Employees can also purchase discounted monthly Tri-met passes with pre-tax dollars. White Horse purchases credits to offset carbon emissions through Pacific Power’s Blue Sky program and uses motion-activated lights to reduce consumption.

“Congratulations to White Horse on becoming a Portland Climate Champion,” said Mayor Sam Adams. “We appreciate their leadership in taking a comprehensive approach to reducing their carbon emissions. Their initiative serves as a model for Portland’s business community and their efforts support the City of Portland’s goals towards dramatically reducing carbon emissions, as outlined in the City’s Climate Action Plan.”

### **About White Horse**

White Horse is a 30-year-old digital marketing agency that wants to expand your notion of the word “digital.” White Horse pursues the convergence of new and traditional media, from display ads with embedded video to print ads with QR codes, and Web sites that extend social reach. White Horse services include Web design, integrated marketing, technical engineering, emerging media, and audio/video production. Visit the White Horse [Resource Center](#) for free educational webcasts, podcasts, videos and white papers

**About the BEST Business Center**

The BEST Business Center provides free tools and advice to help businesses in Portland, Oregon become more profitable and sustainable. It is a partnership of city and regional government programs and energy utilities, including the City of Portland Bureau of Planning and Sustainability, City of Portland Water Bureau, Metro, Pacific Power, Portland Development Commission and Portland General Electric.  
[www.bestbusinesscenter.org](http://www.bestbusinesscenter.org)

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