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**Press Release**

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**Evolution Marketing Attains Green Masters Level Status**

**[Madison, Wis. (December, 2018)]** – The Wisconsin Sustainable Business Council has named Evolution Marketing a Green Master within its Green Masters Program. Recognizing sustainable actions by businesses from across the state of Wisconsin, the Green Masters program works to identify businesses that have taken at least one action within each of the nine pillars of ‘sustainability’. Participants in the program (almost 200 in calendar year 2017) receive recognition for their sustainability accomplishments and develop ideas for future sustainability actions.

Evolution Marketing, LLC is a Wisconsin based women-owned, Certified B Corp specializing in the area of global sustainability storytelling, environmentally responsible creative design and marketing. They also offer a variety of consulting services within the fields of sustainability, supply chain management, organic/natural food, farming and third-party responsible business certifications. They are experts at communication and practitioners of sustainable business initiatives. Their team has over a decade of experience working at the intersection of sustainability, corporate social responsibility, public affairs, employee engagement, corporate branding and marketing communications.

Evolution Marketing’s clients include mission-based for-profit businesses, farmers, nonprofits and governmental entities. They have helped organizations of all sizes in communicating their sustainability message to employees, customers, and other business associates. Their goals are to help your business communicate in an effective manner the types of responsible business products and services you company offers.

Evolution Marketing is also a proud member of the 1% for the Planet family of companies. Beginning in 2017, they donated at least 1% of their total sales revenue as well as professional services (time) to several local Wisconsin base environmental



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organizations (Cool Choices and U.S. Green Building Council Wisconsin Chapter). They pledge to make sure that at least one percent of their income from their client projects will be fueled back into local environmental projects in 2018 and beyond.

“Evolution Marketing is proud to have been one of the original thirteen WI businesses to pilot the Green Masters Program in 2010. We are also very excited to have been a participant every year since 2010 and to be the first micro-business (meaning under 10 employee company) and first marketing communications firm to be recognized as a Master company”, explained Lisa Geason-Bauer, President of Evolution Marketing.

Geason-Bauer further explained what an honor it was for Evolution Marketing to be recognized as a Master company beginning in 2013. “As a small business, we do not have the resources that a larger company has to devote to adoption of building innovations, third party reporting, etc...Each year, we pick a priority to focus our sustainability efforts around. Slowly but surely we have been able to create a low-carbon business operations model for Evolution Marketing while also helping our clients to address key sustainability issues. Sharing our experiences within the Green Masters Program and our own sustainability story with clients, colleagues and conference attendees has been priceless!”

The Green Masters Program is an objective, points-based recognition and assessment program that enables Wisconsin businesses of all sizes and from any sector to join a group of like-minded companies that are on the road to sustainability. The program has established three levels of participation: Green Apprentice, Green Professional, and Green Master. Appleton Coated joined the program as a Green Master in 2011. Each year at the Wisconsin Sustainable Business Conference, the top 20 percent of companies that applied during the calendar year are identified and recognized as the Green Masters level companies for the year.

“Sustainability is essential for companies seeking to compete in today’s economy. Evolution Marketing serves as a great example of how a smaller sized company can incorporate a sustainability strategy to better itself, the community, and the environment. Their score demonstrates their commitment to sustainability, and their efforts are paying off,” says Kevin Banas, Director of the Green Masters Program.

The WI Sustainable Business Council is a network of Wisconsin businesses that are leaders in integrating principles of sustainability into business operations. The



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business case for sustainability (defined in terms of people, planet and profit) has never been stronger. Wisconsin businesses are playing a leadership role in not only ensuring the protection and preservation of our natural resources but in creating a vibrant and growing economy. The Council provides best-in-class sustainability resources and brings businesses together to share knowledge, experiences and tools. Find us on the web at [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com)



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