For Immediate Release

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**[COMPANY NAME] Attains [GREEN XX LEVEL] Status**

**[CITY, Wis. (MONTH, 2020)]** – [The Wisconsin Sustainable Business Council](https://www.wisconsinsustainability.com/) has named [COMPANY NAME] a [GREEN XX LEVEL] 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 receive recognition for their sustainability accomplishments and develop ideas for future sustainability actions.

[Paragraph highlighting a recent sustainability effort(s) made by your company]

[Paragraph utilizing a couple of quotes made regarding your companies motivation in participating in the program as well as describing your businesses commitment to sustainability]

The Green Masters Program is an objective, points-based recognition, assessment and certification program that enables Wisconsin businesses of all sizes and from any sector to join a group of like-minded companies working towards sustainability. The program has established three levels of participation: Green Apprentice, Green Professional, and Green Master. [COMPANY NAME] joined the program as a **Green XX in XX.** Each year at the Wisconsin Sustainable Business Council Conference, the current top 20 percent of companies that applied during the calendar year are identified and recognized as the Green Masters level companies.

[Paragraph utilizing quotes from the Green Masters Program, highlighting your company’s success and commitment in the program]

<https://www.wisconsinsustainability.com/greenmasters>

“The Green Masters Program is a tool for businesses to assess and grow their sustainability programs, to benchmark against their industry and to receive a third part certification recognizing their achievements in sustainability,” says WSBC’s managing director, Jessy Servi Ortiz.

[Paragraph giving background information on what your business does, how long it has been around, and any other relevant information]

The Wisconsin Sustainable Business Council’s (WSBC) mission is to advance sustainable principles and practices forward through the power of business. We support businesses and sustainability professionals through an array of programming, education, resources and tools and are a catalyst for businesses looking to integrate sustainability into the fabric of their organization and be a force for good. We are a network of businesses integrating sustainability into business operations at a time when the business case for sustainability (defined in terms of people, planet and profit) has never been stronger. Find us on the web at [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com)