

PlayNetwork Customizes Media for Clients, Green Practices for Employees

Redmond, WA-based PlayNetwork joins Green Business Bureau – adding creativity and customization to their green practices.

Houston, TX (October 11, 2010)– [PlayNetwork](#) of Redmond, WA, the leading global provider of creative and customized media solutions for business environments, has joined the Green Business Bureau (GBB) for its tailored approach to green certification.

“We take our green initiatives seriously at PlayNetwork and have been actively searching for a green certification program that allows us to track our progress in one location,” Zoe Dixon, PlayNetwork Messaging Coordinator. “The GBB was the first site we found that is organized, professional and bundles the main elements we were looking for – easy, customizable and user-friendly.”

PlayNetwork was no stranger to green practices prior to becoming a GBB member. In fact, the company’s PlayGreen Team was already in place, overseeing green initiatives that included paper management and recycling; electronics recycling; tax free commuting benefits for employees; and the provision of local, organic produce for employees. In addition, PlayNetwork produces the PlayGreen quarterly newsletter and a blog with green educational information, events and resources.

PlayNetwork’s efforts haven’t gone unnoticed, and the company won last year’s “Way to Go” award for small business from the City of Redmond and the Redmond Chamber of Commerce for our green commuting efforts. Dixon says that, despite their own green efforts, PlayNetwork decided to join the GBB because “The GBB had all the elements needed and we love that we can easily share our green success with our clients through the GBB link on our website, and as an added bonus, there are rewards for our efforts ranging from the logo decal for our website, to our own personal GBB landing page.”

The GBB program offers over 250 unique initiatives designed to help companies implement sustainable business practices. Companies like PlayNetwork earn credit for existing green practices, and can tailor additional initiatives to their own budget, manpower and time allowances.

PlayNetwork is looking forward to sharing their green progress with clients, as several clients have inquired about their green efforts in the past. The company is redesigning their website to feature the GBB’s best-in-class, interactive membership seal that, when “clicked” by a user, will display all of PlayNetwork’s completed green initiatives. Dixon adds that PlayNetwork is also putting efforts in place to have the GBB logo added to all employee email signatures.

“We love to see how far we’ve come and continue to track our progress as we put new initiatives into place and look forward to a greener PlayNetwork,” says Dixon. “We also look forward to watching our client’s excitement around our green efforts and potentially starting their own green programs.”

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PlayNetwork, Inc. specializes in the creation and distribution of entertainment media that connects the voice of the brand to the consumer across all touch points – in-store, online and on-device. Founded in 1996, PlayNetwork is the industry's leading integrated media provider for branded music, messaging, video, entertainment promotions and event media, systems integration services, retail advertising networks, and commercial XM Satellite Radio subscriptions. The company creates high-impact media experiences that drive consumer behavior and affinity, in-store and beyond. Working with many of today's hottest brands in retail, hospitality, health and fitness, banking, and other business environments, PlayNetwork leads the way in creating media experiences that influence and inspire, making your brand relevant and engaging for the consumer. More information is available at www.playnetwork.com or www.xm4biz.com.

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