

## **New Ashkin Group Web Site Emphasizes Sustainability - New 'Curiosities' Section Plays Prominent Rol**

*By AlturaSolutions Communications*

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The new site at [www.ashkingroup.com](http://www.ashkingroup.com) was built under the direction of Elizabeth Crosbie, Marketing Director for The Ashkin Group.

The site is now a reflection of the industry's evolution from Green Cleaning to an increased emphasis on sustainability, according to Steve Ashkin, President of The Ashkin Group.

“Our mission is expanding and as leaders, we are focusing on the next part of the journey, which is sustainability,” says Stephen Ashkin, President of The Ashkin Group.

The new site, Crosbie adds, is designed to help cleaning professionals, building owners, LEED project managers, green and sustainability advocates, unions and others find the information they need to “help them as they also move from green to sustainable, especially as it applies to cleaning.”

It also includes something new and somewhat unusual, adds Crosbie. Referred to as the “Curiosities” section, this area of the site will change regularly and include items such as fun and educational videos, games, quotes, and images all related to Green and sustainable issues.

“We feel we have a responsibility to objectively address critical, and sometimes controversial, issues.” says Ashkin, “Our ‘Curiosities’ page is a place where we share engaging material, and sometimes address debatable topics in the news in an effort to arm people with the knowledge they need to become more sustainable.”

To further motivate the cleaning industry to make efforts towards sustainability, Crosbie adds that a quote by cultural anthropologist Margaret Mead is referenced on the home page, “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Mead's statement is ultimately what the site all about, explains Crosbie.

“We have always believed positive change is possible. In fact, by Steve's leadership in Greening the professional cleaning industry, he has proved it's possible.”

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