



## The Ashkin Group's *DestinationGreen* gets a new design

BLOOMINGTON, IN — *The newsletter begins its seventh year of publication.*

BLOOMINGTON, IN — *DestinationGreen*, the free monthly e-newsletter of The Ashkin Group distributed to nearly 4,000 subscribers every month, has been totally redesigned for 2011, according to a press release.

In addition to the redesign, the seven-year-old publication now also has its own website containing current as well as past e-newsletter content specifically addressing green cleaning and sustainability issues, the release stated.

The whole idea behind the new design is not to just update the look, but to strengthen the company's mission and goals for the industry, the release noted.

"Due to our direct involvement on both the national and international level working with industry advocates, governments, purchasers and more, we are in a unique position to bring timely, unbiased reporting and insights that can help our readers become leaders in green cleaning," said Elizabeth Crosbie, marketing manager for The Ashkin Group.

Crosbie added that the *DestinationGreen* newsletter will still be distributed each month with comments and content on current green-related issues.

[Click here](#) to read the complete release.