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## INDUSTRY NEWS

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### Case for Green

**May 17, 2007**

Terrachoice Environmental Marketing is pleased to announce the hiring of **Scot Case** as its vice president. Case will assist the organization in meeting the rising demand for environmental marketing tools and expertise fueled by recent growth in the North American “green” markets. He also will be in charge of the organization’s new U.S. office located in the Philadelphia, PA, area.

Case has more than 15 years of experience in green-related projects and has written scores of articles and case studies regarding green purchasing, cleaning, and building operations.

Previously, he worked as an independent contractor for the U.S. Environmental Protection Agency (EPA) and has also worked on a number of environmental initiatives including the Energy Star® program, the EPA’s Buy-Recycled program and its Design for the Environment and North American Green Purchasing Initiative.

Just recently, Case completed a project with retail giant Wal-Mart, assisting their buyers in selecting environmentally-preferable products and choosing vendors who support the company’s green movement.

#### About Terrachoice Environmental Marketing

Terrachoice is a leading green marketing firm. It offers green certification through the EcoLogo™ program, sector-specific research on the state of green purchasing in North America, and environmental marketing and communications consulting. For more information, visit [www.terrachoice.com](http://www.terrachoice.com).

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