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## **Wineries Accept Challenge to Go Green with Facebook Application**

August 6, 2008

SAN FRANCISCO, CA - Four Sonoma and Napa County, California Wineries - Iron Horse Vineyards, Girard Winery, Windsor Vineyards, and Windsor Sonoma agree to power their operations with renewable energy based on success of the Facebook application called "Green My Vino."

### **Synopsis**

- Green My Vino enables Facebook users to turn the time they spend on Facebook into a force for environmental change in the business world.
- The application, developed by Village Green Energy, creates three free gifts in Facebook, representing 1 Minute, 5 Minutes, and 10 Minutes of renewable energy.



- When a user gives the gift, Village Green Energy purchases an equivalent amount of renewable electricity from a wind farm or solar array on the Facebook user's behalf.
- The application sets goals and rewards for participation - if Facebook users pass 10,000 minutes, the first winery will convert to green power. Additional wineries convert each time a higher goal is met.
- The first 4 wineries to participate are Iron Horse Vineyards, Girard Winery, Windsor Vineyards, and Windsor Sonoma, all located in Sonoma and Napa counties, California.
- When the first 4 wineries have converted to green power, more wineries will be recruited to participate in "Green My Vino."
- The goal is to lead a broad movement for California wineries to add green power purchasing as part of their efforts to run sustainable businesses.
- 750 Industries built "Green My Vino," and will optimize it for friend-to-friend sharing.

### **Quotes Attributable to Joy Sterling, CEO, Iron Horse Vineyards**

“It's like a petition with a guaranteed outcome from participation. If Facebook users get behind this effort, they know they can make a change. For us, it's an incentive to incorporate green energy in our sustainability strategies.”

“I am excited about the power of social networking. “My hope is that this will be so successful that more wineries will become involved, broadcasting our message to as many people as possible.”

### **Quotes Attributable to Pat Roney, Vintner, Windsor Vineyards**

“We jumped at the opportunity to participate in the application. Green My Vino gives the community the opportunity to interact with businesses and make their voices heard. When people participate in the application, they're telling us that clean energy is a priority for them, and we'll make supporting renewable energy a part of our commitment as a business.”

"This is part of an effort to bring together the wine community around a common cause.”

### **Quotes Attributable to Robby Bearman, Co-Founder, Village Green Energy**

“Our goal has been to develop programs that make business sense for our customers to participate in. Rather than relying on the charity of businesses to help save the environment, we're drawing them in by speaking their language, especially from a marketing standpoint.”

### **Quotes Attributable to John Garn, Sustainability Advisor to Wineries**

“Implementing renewable energy is something that people want to have happen, and by participating on Facebook, the users can actually see change occur. It is a unique opportunity to witness and participate in companies going green.”

### **Quotes Attributable to Dan Ackerman-Greenberg, Co-Founder, 750 Industries**

"We're excited to use our platform to help launch such a socially-conscious application on Facebook. I think the concept is solid, and I know that we can use analytics and real time feedback to optimize the app for sharing and virality. It's great to know that if we succeed, we will have made a real-world impact."