

## Press Release Template

[Shop Logo]

FOR IMMEDIATE RELEASE

[owner or manager's name – shop]

[shop phone number]

[shop email address]

### [Shop] achieves Sustainable Pittsburgh Shop designation

(Name of City, PA – **[date]**) **[Shop]** announced (**[date or day]**) that it has earned a Silver designation as a Sustainable Pittsburgh Shop. As a Sustainable Pittsburgh Shop, **[Shop]** has demonstrated its commitment to managing the social and environmental impacts of its operations as central to its strategy for business success.

Administered by the nonprofit Sustainable Pittsburgh, Sustainable Pittsburgh Shop is a recognition program that champions shops for working toward building vibrant communities and supporting environmentally responsible practices. Shops are recognized with one of four levels of designation ranging from Bronze to Platinum.

Created through a national benchmarking of best practices, in consultation with small retail businesses and community development experts from southwestern Pennsylvania, the program features actions a Shop can take to advance its sustainability achievements. It is tailored for small retail businesses or “mom and pop” shops in southwestern Pennsylvania that are working to save money, bring in more customers, conserve resources, serve vibrant communities, and make a valuable contribution to the local and regional economy.

In earning a Silver designation, **[Shop]** is acknowledged for its efforts in energy efficiency, water use, responsible sourcing, community engagement, and providing a workplace that fosters employee growth.

[Insert comment from Shop owner or manager]

“Sustainable Pittsburgh is excited to welcome **[Shop]** to the growing number of designated Sustainable Pittsburgh Shops,” said Sustainable Pittsburgh’s Director of Programs, Gina Johnson. “**[Shop’s]** commitment to embedding sustainability as a core value enables it to strengthen the bottom line, position as an employer of choice, and contribute to the vibrancy of its community.”

**[Shop’s]** listing can be found by linking to Sustainable Pittsburgh’s Shop Finder at [SustainablePittsburgh.org/Shops/Shop-finder](https://SustainablePittsburgh.org/Shops/Shop-finder).

For more information on the Sustainable Pittsburgh Shop designation, please visit [SustainablePittsburgh.org](http://SustainablePittsburgh.org).

For more information on [Shop], contact [owner or manager name], [owner/manager] of [Shop], at [Shop email address] or visit [Shop's] website at [Shop website].

### **About [Shop]**

[description of Shop]

### **About Sustainable Pittsburgh**

Sustainable Pittsburgh is committed to building the knowledge, perspective, and ability needed to create a better tomorrow for our region. We're optimistic, having worked with nearly a thousand businesses, communities and organizations to take action using our customized frameworks to track progress and simultaneously advance social equity, environmental stewardship, and prosperity. The strategic networks we host leverage the collective expertise and diverse perspectives within our region to ensure our communities can meet our challenges today and thrive into the future. Together, we are co-creating a fundamentally equitable, resilient, healthy, and prosperous southwestern Pennsylvania.

[SustainablePittsburgh.org](http://SustainablePittsburgh.org)



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