

Arizona Daily Star

Tucson-based website holds contest, seeks nominations

Help pick Arizona's 'greenest' workplace

Michelle Cohen Arizona Daily Star | Posted: Monday, September 20, 2010 12:00 am

You can help choose Arizona's most eco-friendly workplace.

Mrs. Green's World, a Tucson-based website offering tools for "going green," is conducting Arizona's Greenest Workplace Challenge.

"The mission and vision of Mrs. Green is to make going green mainstream, fun and doable," said the website's founder, Gina Murphy-Darling, who is known as "Mrs. Green."

"There are so many businesses that are going in a green direction and trying to do everything they possibly can as companies to support a sustainable message," she said. "We wanted to celebrate employers in the state that are proud enough to post what their company is doing on the Mrs. Green's World website."

Businesses nominated are screened by the website beforehand to make sure there is a "legitimate sustainability factor," Murphy-Darling said.

"My definition of 'green' is just a whole mind-set of: 'What do you do with your waste as a company? What are you doing in terms of energy savings as a company? What kind of message are you sending to your internal employees?'" she said. "All of those things. Reduce, reuse, recycle. It really sounds corny, but it's true."

Currently 15 companies have been nominated, but the website is accepting nominees until Oct. 15, Murphy-Darling said.

Nominees range from National Bank of Arizona to Sam Levitz Furniture.

"It's so awesome to see the diversity," she said.

Jennifer Radler co-owner of Pop Cycle, 422 N. Fourth Ave., a store that creates art from recycled and reused products, said she just found out about the store's nomination.

"I think it's great," she said. "Our artists do such a great job with using recycled materials to make stuff beautiful, and it really shows how much love and effort they put into their products. We have such great clients and response to the shop, so it really shows recycling using old materials is as good, or even more interesting, to make art with."

Murphy-Darling hopes this competition will encourage other companies to follow suit.

"I hope that companies that aren't doing it will take notice, and I hope that companies that are will make their sustainability practices more visible on their website or statements in their workplace," she said.

The winning company will receive lunch for 20 catered by Sunflower Farmers Market, 20 reusable water bottles, 20 reusable tote bags and 20 \$10 gift cards to Bookmans Entertainment Exchange, Murphy-Darling said.

The voting for the competition began Sept. 7 and will end on Oct. 15.

"Anyone can vote online once per day," she said. "We're going to announce the winner, probably Nov. 1."

THE WEBSITE

To nominate a "green" workplace or to vote in the contest, see www.mrs.greensworld.com

Contact NASA Space Grant intern Michelle Cohen at 434-4083 or at mcohen@azstarnet.com