



The Green Business

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THE 2008 ASIAN FESTIVAL IS GOING GREEN THIS YEAR! THE GREEN BUSINESS WILL IMPLEMENT ALL SUSTAINABILITY INITIATIVES FOR THE FESTIVAL

Reston, Virginia, June 18, 2008 – The Green Business has been chosen to implement all green initiatives at this year's Asian Festival, the largest festival of its kind in the Washington, DC area. The Asian Festival is a two-day, free admission event to promote a greater understanding of Asian countries and culture. In addition the Reston Association will be organizing the Singha Open Tennis Tournament with a \$1,000 cash prize as well as a United States Tennis Association (USTA) Tennis Block Party.

"The Reston Association is once again the host site for the 5th Annual Asian Food and Tennis Festival sponsored by The Thai Tennis Association in America. This year we are very pleased to be collaborating with The Green Business on not only reducing the waste generated at the festival, but also using this opportunity to educate participants about actions they might take at home or in their work places to help the environment. An aggressive recycling campaign, as well as using and re-using recycled materials where possible, should send a positive message that it is possible to host an event of this size while minimizing the total impact on the local environment and waste stream" said Larry Butler, Director of Parks and Recreation for the Reston Association.

"We are delighted that the festival this year has made a commitment to going green. Over 45,000 people are expected at the festival this year so this has the potential to really make a positive impact on the environment by maximizing recycling of waste generated during the event. We are implementing initiatives such as providing priority parking spots to hybrid vehicles and free valet parking for bicycles, by doing this we reward low-emission forms of transportation" said Jorge Morera, Director of Business Development at The Green Business.

The Reston Association (RA), located in Reston, Virginia, is one of the largest community associations in the United States, serving a community of over 60,000 residents located 20 miles west of Washington, DC.

In addition to a wide range of parks and recreation offerings, RA owns and maintains 48 tennis courts (8 are clay) which includes 26 lighted courts, and has a nationally recognized tennis program — one of the most extensive in the Washington metropolitan area.

This year's festival will be held at Lake Newport Tennis Park in Reston, VA on August 9th and 10th. "We believe that our festival going green this year is in a way giving back to the community, and it is also a way to save the environment for future generations. We want to set an example for other festivals in other communities. More importantly, our main supporter Singha Beer is also 100% behind this green initiative. Singha Beer is promoting green awareness back in Thailand and with their marketing around the world" said Joanne Duangmanee, Board Member for the Thai Tennis Organization in America.

For more information on this year's Asian Festival and all the green initiatives being implemented please visit www.asianfestivaldc.com.

At The Green Business, we believe that the continued success and constant growth of your business and good environmental performance go hand in hand.

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