



Press release

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For Immediate Release

Contact: Ami Martin, Marketing Manager, White Horse

White Horse Is First Digital Agency to Earn Portland Sustainable Business Award

White Horse, a fast-growing digital agency with an expanding emerging media portfolio, recently received The City of Portland Office of Sustainable Development's RecycleWorks award for sustainable business practices. The interactive agency is committed to community and earth-friendly programs such as waste reduction and bike commuting.

Portland, OR, Oct. 17, 2008—White Horse, one of the nation's fastest-growing digital agencies with an expanding emerging media portfolio, is honored to be the first interactive agency to receive the RecycleWorks award. RecycleWorks was created by [The City of Portland Office of Sustainable Development](#) to recognize companies committed to reducing waste and exercising earth-friendly purchasing practices.

“We are proud to be part of RecycleWorks,” said Jen Modarelli. “By taking our sustainability program to the next level, we demonstrate community commitment, and we hope to motivate others.” She added, “RecycleWorks helps White Horse align with great clients and employees who share our passion for the environment.”

White Horse reduces consumption through employee education and chooses many sustainable office products. The company uses at least 30 percent post-consumer material for copier paper, file folders, writing tablets, and facial tissue. Program costs are offset through paper reduction achieved by defaulting printers to print double-sided. Alternative transportation is not new to White Horse, either. It's not uncommon for twenty to thirty percent of employees to commute by bike. By providing secure, indoor bike storage and two company bikes for day use, White Horse supports a strong cycling culture. Those who don't go by bike can purchase discounted monthly TriMet passes onsite.

Beyond plastics accepted via curbside recycling, White Horse hauls take-out “clamshells” and plastic film to the neighborhood recycling center each month and plans to explore food composting in 2009.

“While the White Horse program is taking off, there are some business practices that require compromise. “Coffee reduction would be very unpopular,” said Modarelli with a smile. “We do, however, buy a local roast and send the used grounds home with employees for their gardens,” she added.



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About White Horse

Founded in 1980, White Horse is a privately held digital marketing agency with headquarters in Portland, Ore. White Horse's client roster includes Bill Me Later, Celestial Seasonings, Columbia Sportswear, KinderCare, Mountain Hardwear, and Nike. Agency services include emerging media, including social media marketing; user-centered design; Web marketing; technical engineering; user research; and audio/video production. White Horse specializes in online retail marketing and B2B online marketing.

About The Portland Office of Sustainable Development (OSD)

OSD brings together community partners to promote a healthy and prosperous future for Portland. OSD advances improvements and innovation in energy use and technologies, waste disposal, recycling, sustainable purchasing, sustainable economic development and high-performance green building practices. OSD programs, policies, and partnerships are key to community health, economic, and environmental opportunities for Portland, its businesses, and residents.

*For more information, visit www.whitehorse.com or call 1-877-471-4200.
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