



Press Release

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FOR IMMEDIATE RELEASE

ALLIANCE FOR THE CHESAPEAKE BAY LAUNCHES NEW *BUSINESSES FOR THE BAY* PARTNERSHIP

Membership and Sponsorship Now Open to All in Chesapeake Region's Business Community

(Annapolis, MD – February 3, 2016) – The Alliance for the Chesapeake Bay and members of the business community announce the official launch of *Businesses for the Bay*. This new and innovative business association is welcoming New Members and Sponsors. Membership provides the Chesapeake region's business community with a unique opportunity to network, be recognized, take action, and encourage employees to support environmental efforts.

Business for the Bay gives its members a forum where they can make their voices heard and learn about and share best practices, and creates volunteer opportunities for employees in environmental stewardship. *Businesses for the Bay* promotes and recognizes, in a highly visible way, the environmental efforts important to its Members, their customers, and their communities.

Businesses for the Bay is designed to meet contemporary corporate sustainability goals and encourage businesses to take voluntary actions that improve the Chesapeake and its rivers and streams, and help the public understand the valuable role of the business community in the environment. Every *Businesses for the Bay* Member commits to at least one action that is tied to the Chesapeake Bay Watershed Agreement and is measured by the Alliance during the annual Membership renewal process. *Businesses for the Bay* helps both large and small businesses go beyond compliance. All actions are compiled to showcase Members' program results.

Businesses for the Bay was created with the guidance of a Steering Committee of regional business leaders and the input from participants at Chesapeake Business Forums in 2014 and 2015. Three more Forums are planned in 2016.

David Gunnarson, Lockheed Martin, Senior Staff Environmental Engineer and *Businesses for the Bay* Steering Committee Member noted, "*Businesses for the Bay* provides us an opportunity to showcase our environmental practices, to demonstrate how they relate, and make a difference, for the Chesapeake Bay, and to work with others to better the environment in which we live."

Alliance for the Chesapeake Bay Business Partnerships Manager, Corinne Stephens stated, "Through our new *Businesses for the Bay* program, we can help businesses have a positive impact on the Chesapeake Bay, expand their sustainability programs, and be recognized for their environmental success."

To learn more about *Businesses for the Bay* and membership, visit: <http://businesses.allianceforthebay.org> or contact Corinne Stephens, Alliance for the Chesapeake Bay Business Partnerships Manager, at cstephens@allianceforthebay.org.

About The Alliance for the Chesapeake Bay

Founded in 1971, the Alliance for the Chesapeake Bay, with headquarters in Annapolis, MD and offices in Richmond, Virginia, and Harrisburg, Pennsylvania, works throughout the Bay watershed to lead, support and inspire local action and build partnerships with individuals, communities, governments, businesses and other groups to restore the Bay watershed and its forests, rivers and streams. For more information on about the Alliance, visit: allianceforthebay.org

For more information about the Alliance's Businesses for the Bay program, visit: <http://businesses.allianceforthebay.org/>

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