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**FOR IMMEDIATE RELEASE**

**CLEANPOWERPERKS™ INTRODUCES SHOP CLEAN™ LIST**

A consolidated directory of US retail brands using clean energy

**Boston** (December 10, 2013) – CleanPowerPerks™ has launched its Shop Clean™ List: an independent, consolidated directory of retail brands in the US that have chosen to use renewable energy. The list aims to equip American consumers with information about brands that are advancing clean energy in the US, so they can make informed purchasing decisions that reinforce the cause.

The directory, which includes over 160 retail brands whose products and services are available nationally or online, is organized by category, clean energy commitment level and retail brand. Brands on the list range from large retailers like Staples and Sprint to lifestyle brands like prAna and design companies like FLOR. The CleanPowerPerks™ website provides a suite of other ways for consumers to get involved in the movement, like taking the Clean Power Pledge to give preference to goods and services from clean-powered businesses. Consumers can also purchase clean energy for their home through CleanPowerPerks™ Provider Members with only a few clicks.

“This holiday season we want to empower consumers to promote clean energy through their purchases. The brands on this list are actively advancing clean energy in the US, which is information that responsible consumers want,” says CleanPowerPerks™ Founder and CEO Tess O'Brien. “We were founded on the belief that people and businesses deserve to be rewarded for choosing clean energy. The Shop Clean™ List is one way we're making the connection between clean-powered brands and like-minded consumers, in order to promote a sustainable, clean-powered economy.”

To be eligible for inclusion, a business must voluntarily make a qualifying clean energy commitment, like purchasing renewable energy certificates or generating clean energy on-site. Each listing includes high-level details of that brands' commitment. CleanPowerPerks™ sources the data from several resources, including the Environmental Protection Agency's Green Power

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Partnership, the Center for Resource Solutions' Green-e® Marketplace program. Brands not participating in these programs can be added to the list through a verification process directly with CleanPowerPerks™.

“The Shop Clean™ List is an inspiring demonstration of companies and consumers coming together to expand our clean energy economy and protect our environment,” said Blaine Collison, Director of the EPA Green Power Partnership. “Each of these businesses that are using renewable energy, including many EPA Green Power Partners, is a leader. By connecting them with green-minded consumers, the directory helps to recognize businesses for choosing to use renewable energy and makes it easy for consumers to support companies that share their values.”

CleanPowerPerks™ provides this directory as an initiative to help advance the clean energy movement. Inclusion in the list is free for all businesses. Custom page listings are included in CleanPowerPerks™ Business Membership and available to non-members for a fee. CleanPowerPerks™ will introduce regional Shop Clean™ lists as they expand.

For more information, visit [shopcleanlist.com](http://shopcleanlist.com).

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### **About CleanPowerPerks™**

CleanPowerPerks™ is a web-based marketing program that connects clean-powered businesses with like-minded consumers. To advance clean energy in the US, CleanPowerPerks™ rewards people + businesses for consciously choosing clean energy. The program delivers perks to current residential clean energy users, promotes clean-powered businesses and signs up new customers for clean energy options with participating providers. CleanPowerPerks™ brings together the entire voluntary clean energy industry as one collective, collaborative community. Boston-based, women-owned startup CleanPowerPerks, LLC facilitates the program. Founder Tess O'Brien is a clean energy marketing + communications professional with experience in both consumer and commercial markets. The program, which is expected to launch to consumers in 2014, is now accepting clean power provider and retail business members.

[cleanpowerperks.com](http://cleanpowerperks.com)