

# NEWS

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## Green? Take a Number. PR Agency Helps Businesses Stand Out

### Creative Group Employs Smart Strategies for Reaching a More Eco-Conscious World

(April 11, 2008: Old Tappan, NJ) With a growing green movement, companies are increasingly challenged to hold on to their customers and effectively articulate their strengths and distinctive qualities amongst the daily entry to the market of new, "greener" businesses. For socially responsible and sustainable businesses, avoiding perception as a "me too" green product, or worse, being written off as a "greenwasher," is a significant hurdle to overcome.

"Whether a restaurant, building company, manufacturer, or healthcare practice, and regardless of an organization's shade of green, it's more important than ever for companies to define their messages clearly and with impact," said Heidi Raker Goldstein, founder and president of Raker Goldstein & Co., an eco-conscious boutique public relations and marketing firm that serves socially and environmentally responsible companies amongst its roster of mainstream clients. "Not only do companies have to work harder today to keep their loyal customers and attract new ones, they need to show how committed they are to the health of the planet. Unlike the marketplace 15 years ago, when green products could be found only in natural foods stores and the news media raised an eyebrow at unpreserved skin care products, today's consumer is deluged with confusing messages about what the terms 'natural' and 'organic' mean, a burgeoning array of green products and services for every facet of their lives, and the desire to 'do good' by making the right choice with a shrinking wallet."

The challenges of successfully presenting a company's best qualities have grown at an explosive rate, right along with the array of green and seeming-green-but-really-conventional products and services. "Companies need to have better ideas, savvier approaches, stronger news angles, the willingness to invest in their longevity and the ability to substantiate their claims to not only survive, but truly succeed in today's marketplace," added Ms. Raker Goldstein. "It's exciting that there is so much to choose from and that so many are working to aid the planet. What's important for these companies is that they have a realistic way to effectively get in front of and stay in front of the marketplace and their target audiences. That means they need to consistently address the needs of the news media and their target audiences, in a meaningful, consistent way."

Raker Goldstein & Co. has helped companies from the large (Whole Foods Market) to the small (*Relevant Times*, a regional publication addressing lifestyles of health and sustainability) reach niche target audiences through green-focused media and community outreach initiatives, and it has done so eco-consciously. "Building valuable community and business relationships as well as achieving influential media visibility is at the core of what we do," explained Ms. Raker Goldstein. "Our passion for sustainable products and services has always organically led us to working with like-minded businesses, but now in an age of increasing environmental consciousness, more and more companies are finding a need to effectively get their message heard within a competitive green marketplace. They need to stand out, prominently position themselves and, often times, do this on a small budget. We fill this need."

Raker Goldstein & Co. puts its experience, contacts, and passion to work for businesses large and small alike, from start-ups and non-profits to Fortune 500s and corporate giants. "We know how to help companies deal with their business challenges amidst a tough economy and a fiercely competitive marketplace. By bringing in our team, company executives free themselves to concentrate on the quality of their output and day to day operations while we jump in on the marketing and communications fronts. Companies that want to be effective have to communicate effectively, whether they are green or conventional. It all comes down to relationships and relating well to others," said Ms. Raker Goldstein.

For more information about Raker Goldstein & Co. green marketing programs or for links to informative resources for incorporating sustainability into home and business environments, visit [www.rakergoldstein.com/green.html](http://www.rakergoldstein.com/green.html).

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