



**greensender.com™**

let's get started

**Press Kit**

# Greensender



Greensender was inspired by the belief that people want to take some personal responsibility for the well-being of the environment but have difficulty making time to figure out how to get started.

**“Greensender isn’t about turning your life upside down and trying to save the world today all by yourself. Greensender is about just getting started and making a small commitment to reducing your personal consumption. And it’s about all of us doing it together.”** says Mike Aaron.

Each Greensender box contains a few useful items that were selected based on their potential positive environmental impact, their ability to be easily integrated into our everyday lives as well as their overall high quality and style. Included in a Greensender box is a reusable aluminum water bottle, a reusable organic cotton grocery bag, an energy-efficient cfl light bulb and an organic cotton t-shirt.

Using these items on a daily basis can reduce our collective petroleum consumption and the staggering amount of waste created by these products’ disposable and less energy-efficient counterparts. But most importantly, daily use of these items will serve as a reminder for all of to rethink the wasteful habits that have become commonplace in our lives.



## A little about Mike



**MIKE AARON** grew up in Oklahoma City. He spent his college years at Boston College studying business and then moved to New York City and started a career in marketing and advertising. His time in New York has included stops at an ad agency, a billion dollar start-up, a Fortune 100 company and as a self-employed marketing consultant.

Growing up and today, Mike jumps at the chance to step off the pavement and spend some time enjoying nature. Whether it’s a week in the American west or a short trail run in a wildlife reservation near his home, it’s this love of the natural world that first led him to a casual interest in environmental issues. Over time, that casual interest evolved into the focus of his professional life.

Mike lives with his wife and two sons in Maplewood, NJ.

## Greensender Gift Boxes; A Good Start to "Go Green".

**MAPLEWOOD, NJ, October 8, 2007** — Whether you have an upcoming gift-giving occasion such as a birthday or "thank you" or you want to take just ten minutes and send a unique gift to your entire holiday list, Greensender boxes are the perfect solution for nearly every gift need. Greensender, LLC, an e-commerce business, was launched today. Greensender ([www.greensender.com](http://www.greensender.com)) sells green gift boxes that help people get started making simple green practices part of their daily lives.

Each Greensender box contains a reusable aluminum water bottle, a reusable organic cotton grocery bag, an energy-efficient cfl light bulb and an organic cotton t-shirt. The items were selected based upon their ability to be easily integrated into people's everyday lives as well as their overall high quality and style.

According to the Consumer Recycling Institute and EnergyStar, Americans use 100 billion plastic bags and 30 billion plastic water bottles every year as well as an immense amount of electricity lighting their homes. The resources required to produce these bags and bottles and to light American homes could be reduced dramatically if we all used reusable bags and bottles as well energy-efficient cfl light bulbs.

If we were to eliminate plastic water bottle and plastic bag usage, we would save the fourteen million barrels of oil that are used annually to produce them. And if every American home were to switch out two incandescent bulbs for cfl bulbs, we would collectively prevent 180 billion pounds of greenhouse gas emissions from entering the atmosphere over the life of those bulbs. Additionally, each home would save about forty dollars a year in electricity costs.

"While I think most of us want to get involved and help address the environmental challenges we face, we're overwhelmed by them and don't know where to get started. Greensender is about getting started. It's about taking the first step in fulfilling our personal environmental responsibilities." says Mike Aaron, President of Greensender.

"Greensender boxes are a perfect gift for nearly every person and every occasion. They're unique, useful and best of all, good for the earth." says Aaron.

###



**Mike Aaron is the founder and President of Greensender. His professional background is in advertising, branding, corporate communications and consulting. He most recently worked at a Fortune 100 company as Vice President of advertising.**

**Greensender** also offers custom solutions for corporate and event gifting. For information, go to [greensender.com](http://greensender.com) or contact Greensender at [maaron@greensender.com](mailto:maaron@greensender.com) or 973-821-4213.

**address:** Greensender, LLC  
515 Valley Street  
Suite 120  
Maplewood, NJ 07040

**email:** maaron @ greensender.com  
**phone:** 973-821-4213  
**web:** greensender.com

**downloads:** [greensender.com/press.php](http://greensender.com/press.php)

