



Yellow Pages Goes Green Partners in Synergistic “Green” Initiatives

Working toward drastically reducing the number of printed telephone directories intruding upon our lives and destroying our natural resources is only one facet of this national eco-friendly movement.

East Northport, NY ([PRWEB](#)) June 03, 2011 -- “It’s not easy being green...but green’s the color of Spring ...and I think it’s what I want to be,” sings Kermit the Frog in [his signature song](#) that is now over four decades old. Kermit’s young fans may see his “green” focus as more about his own skin color than the environment, but many of their parents know better. Yellow Pages Goes Green, owned by [Yellow Pages Directory, Inc.](#), understands this, and has become associated with the Environmental Protection Agency’s Green Power Partners, GreenSpace web hosting, and the Green Chamber of Commerce in order to further advance the [movement’s goals](#) of wasting less, preserving more, and keeping our environment vital and sustainable.

The EPA’s Green Power Partnership is a voluntary program which supports the organizational procurement of green power by offering expert advice, technical support and resources to its member organizations. Green power is electricity produced by select renewable resources such as the sun, wind, water, geothermal sources and biomass, and buying green power is among the most effective ways to improve any organization’s environmental performance while reducing its carbon footprint. In order to qualify for the Green Power Partnership, a business or organization must purchase a certain amount of its power from green sources, determined as a percentage of its total annual electricity use in kilowatt-hours. Yellow Pages Goes Green uses solar power to supply over half the electricity used in its business, and has thus become a welcome addition to the Green Power Partnership.

[Yellow Pages Goes Green](#) has also taken further steps to minimize the environmental impact of their own computers, servers and web-hosting services. The typical web-hosting operation requires a great deal of energy to power web systems, environmental and cooling controls, fire-suppression systems, security mechanisms and Internet connections, which is why data centers account for more than one percent of the total electrical use in the United States today. "Our servers are hosted by Rackspace hosting on GreenSpace web servers." said Michael Keegan CEO. Rackspace (NYSE: RAX) has embraced the green movement by designing all of its data centers with the conservation of power in mind. It leverages the most up-to-date energy-efficient hardware and equipment to provide environmentally-conscious customers like Yellow Pages Goes Green with yet another opportunity to conserve, preserve and sustain our precious natural resources.

The [Green Chamber of Commerce](#) is a not-for-profit organization that was founded in 2007 in the San Francisco Bay area. Currently expanding across the country with additional chapters forming throughout the United States, the Green Chamber is a rapidly-growing national business network devoted to promoting the success of its members, developing sustainable business practices, and advocating for green public policy. Membership in Green Chamber is open to businesses who have shown a commitment to going green. Yellow Pages Goes Green, with its environmentally-friendly focus on reducing waste by curtailing the ubiquitous delivery of millions of paper yellow directories that eat up our forests only to wind up on our landfills, is exactly that type of business, and is proud to be a member of the Green Chamber of Commerce.

For fast and easy access to millions of local business listings across the country, visit www.YellowPagesGoesGreen.org. To support this cause you can "like" Yellow Pages Goes Green on Facebook, share it with friends, and/or follow site updates on Twitter.



About Yellow Pages Directory Inc.

Provides an eco-friendly Internet-based alternative to printed telephone books as well as helps consumers opt-out of print directories. The online site helps customers reduce their environmental footprint by giving them a substitute for traditional print Yellow Pages directories, reducing their paper use. The company owns both YellowPagesGoesGreen.org as well as PaperlessPetition.org, both of which have contributed greatly through the years to today's general opt-out awareness in the United States. As an initiative for the promotion of green eco-friendly alternatives Yellow Pages Directory Inc. takes several added initiatives to minimize the impact it has on the environment with its own office space, computers, servers and web site hosting services.

<http://www.yellowpagesgoesgreen.org>

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