

Tell the World (*well at least the local press*) that You're Green

BY **ROSS SOYKA**

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Regardless of the city size, HVACR contractors can write their own press releases, send them to the local press, and tell the public how their companies are becoming green and helping preserve the local environment.

A press release subject can tout anything from using a new environmentally friendly refrigerant to testing service techs for EPA certification. Newspapers, especially in smaller towns, are severely understaffed and therefore readily accept local angle news stories and print them for free. The press release might also inspire a larger story such as how local business owners are going green.

Below is a sample press release that might be a helpful template.

ABC Heating & Cooling (letterhead)

For Immediate Release

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ABC Service Techs Now Certified For Environmental Protection

ANYWHERE, Pa.—Two ABC Heating & Cooling service technicians have recently become Environmental Protection Administration (EPA)-certified for using residential heating/cooling service techniques that help preserve the environment.

Joe Smith, senior service technician, and Jerry Jones, service supervisor, both passed the Mainstream Engineering, Rockledge, Fla., Qwik-608 EPA Certification test administered by XYZ HVAC Distributors, Anywhere, Pa. The EPA test covers proper refrigerant handling, management and environmental safety rules.

The certification is an example of ABC's longtime mission on becoming more of a green contractor by using non-ozone depleting refrigerants, retrofitting older air-conditioning and refrigeration systems with harmful refrigerants to more energy efficient and environmentally-friendly refrigerants.

"Certifying service techs assures our customers that we are recycling, re-using and providing services that protect the local air, land and water," said John Doe, president, ABC Heating & Cooling.

About ABC Heating & Cooling: ABC is a 35-year-old heating, ventilating and air conditioning contractor concentrating on residential service. For more information on environmental products and services, please call 800-888-8888 email service@abc.com or visit <mailto:service@abc.com> www.abc.com