

Press Release
FOR IMMEDIATE RELEASE

Of interest for Editors and Journalists covering: ecologically friendly cleaning, green certification.

CONTACT:

Denver Concierge
John Kitts
865 Decatur Street
Denver, Colorado 80204
303.975.2808 office
fivestar@denverconciierge.com

The Green Clean Institute™ Announces
Denver Concierge as its First Green Certified Firm in Colorado

Eco-Friendly Housekeeping is About More than Being Green; it's About Your Safety

DENVER, Colo. (January 15, 2009) — The Green Clean Institute recently awarded Denver Concierge its first Colorado Green Clean Institute™ certified status. Of course, one of today's hottest buzzwords is "green." Every company wants to proclaim that they have a green component to their company. However, the Green Clean Institute™ certification implies more than just a commitment to using green products; it ensures a degree of competence, commitment, and certification of all the company's green practices.

After World War II, cleaning products became synonymous with harsh, harmful chemicals. We are now just starting to re-evaluate how these chemicals affect the health of our households. Denver Concierge is a company that cares about their social responsibility, which includes evaluating how their cleaning products will ultimately affect the well-being of their customers, employees and environment. "Our Green Clean Institute™ certification speaks to our commitment to our customers and our community. It is our intention to be not only the most thorough, quality home cleaning service but to engage in practices that are safe and reliable," says John Kitts, owner and president of Denver Concierge.

Since Kitts took over operations of Denver Concierge in 2006, he has taken several steps to ensure that the company's actions reflect its values. His first move was to switch their cleaning product line to all green cleaning products that are readily biodegradable, low in toxicity, noncorrosive and come in recycled packaging. This means that employees and clients (as well as their pets) are not exposed to abrasive or harsh chemicals. Also, fewer toxins are released back into the environment and less waste is produced by packaging.

Another extremely important component to green cleaning is the ability to control indoor allergens. While scientists have different theories as to why there has been a dramatic increase in the amount of people who suffer from allergies, most agree that the best way to control symptoms is to improve indoor air quality. Denver Concierge continues its commitment to green cleaning by using microfiber cleaning cloths, which provide a chemical free cleaning solution and are wonderful for controlling allergens, while also providing a benefit to asthma sufferers or anyone with multiple chemical sensitivities. Use of microfiber also greatly reduces the amount of waste produced by using disposable rags.

Kitts concludes, "Our clients come home not just to a cleaner environment, but to a healthier one as well. We sleep soundly at night knowing that we're doing the best we can to make Colorado a safer and greener place to live...one house at a time."

More information on Denver Concierge can be found at www.denverconciierge.com.

###

Denver Concierge (www.denverconciierge.com) is a premier provider of home cleaning services in Colorado, and is Denver-based and independently operated. Denver Concierge donates services to Judi's House (www.judishouse.org) and Junior Symphony (www.jrsg.org), and is the preferred housekeeping partner of Ravenna (www.ravennagolf.com) and The Landmark (www.visitthelandmark.com). Denver Concierge works diligently to create healthier, happier homes for its clients while minimizing its footprint on the planet.