

Press Release
FOR IMMEDIATE RELEASE

Of interest for Editors and Journalists covering: local business, business to consumer success in a difficult economy, green business

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Social Responsibility in the Housekeeping Industry
Denver Concierge; The Cleaning Company With a Social Conscience

DENVER, Colo. (January 14, 2009) — It is time that we change the way we think about business. We need to support and reward businesses with a 'social conscience' that take seriously their responsibilities for providing quality jobs, giving back to the community, and decreasing their environmental footprint.

“Social responsibility to us means looking at our business from all aspects of how it interfaces with the community we serve” says John Kitts, president of Denver Concierge, a locally owned and operated home cleaning company. From using 100% environmentally friendly products and being named the only Green Clean Institute™ certified residential cleaning company in Colorado, they are constantly evaluating their impact. They also are involved with social causes such as Judi’s House, a home for grieving children in the Denver area.

Since Kitts took over operations of Denver Concierge in 2006, he has worked hard to ensure that his 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, non-corrosive and come in recycled packaging. They also use exclusively use microfiber cleaning cloths. These products provide a chemical free cleaning solution and are wonderful for those who may suffer from severe allergies or even asthma, as well as anyone with multiple chemical sensitivities. Plus, use of microfiber greatly reduces the amount of waste produced by disposable rags.

Running a company with a strong sense of social responsibility means being able to rest easy at night knowing that you are taking less than you give. For Denver Concierge and its employees, that means a serious commitment to not only espousing the values of social responsibility but living them every day as well.

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

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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.