

## Award-winning children's music label goes green

Toronto. September 26, 2007 - Name Your Tune ([www.nameyourtune.com](http://www.nameyourtune.com)), the Canadian-based company that creates made-to-order personalized CDs for kids has gone green. In a move to become more eco-friendly, Name Your Tune has changed its packaging, chosen better shipping practices and worked to offset its production of CO2 emissions, among other environmentally-conscious actions.

Inspired by a desire to make the world a cleaner place for her daughter and other children, Name Your Tune creator and executive producer, Candace Alper, has taken steps big and small to reduce her company's environmental footprint. She worked with Zerofootprint, a not-for-profit environmental organization that helps individuals, homes and businesses reduce their effects on the environment, to help offset her own carbon emissions.

Alper pays a monthly fee to Zerofootprint to virtually eliminate the environmental effects of Name Your Tune's shipping practices. In return, she received stickers to place on all of her packages, ensuring customers that the shipments have created no footprint. And her offsetting fee goes to help plant trees in British Columbia. "The idea of offsetting is to counterbalance the environmental effects of your actions to ensure a healthier environment," Alper says.



Name Your Tune also changed its CD cases. Once encased in a plastic jewel case, Name Your Tune CDs are now housed in a cardboard digipak, using paper that was approved by the Forestry Stewardship Council (FSC), an international organization promoting responsible management of the world's forests. The new packs, which are made from recyclable resources, vegetable-based ink and water-based coating, are safe for kids and the planet.

Name Your Tune also changed its shipping packaging. Operating primarily online, the company ships its made-to-order CDs along with other personalized items around the globe. They now use recycled and recyclable shipping envelopes instead of bubble wrap, which were not recyclable and contributed a substantial amount to landfills. "We are very pleased that we have been able to provide packaging that will end up in the blue bin instead of the trash can," Alper says.



Name Your Tune also became the first online retailer to join the "Plastic Ain't My Bag" campaign. Paul Edney, Director of We Are What We Do, a movement to inspire people to change the world through their daily actions, said, "It's fantastic to have a retailer who uses very few plastic bags promoting the campaign. There is a

bigger message here about societies 'throw away' attitude that Candace Alper at Name Your Tune really 'got'."

With these changes, as well as a steadfast commitment to reducing, reusing and recycling, Name Your Tune's Candace Alper is leaving her own neutral footprint on the world. And she's made it her mission to inspire other women and small businesses to go green.

For more information or a review copy, please contact, Candace Alper. She is happy to discuss a variety of topics including Eco-initiatives for the small business and family; Mompreneurs, Music Therapy, Holiday Gift Ideas, baby names and more.