



GreenCollarWoman™ debuts at UK Aware 2010

[GreenCollarWoman™](#), the exciting new community for women who want to green their homes, communities, workplaces and careers makes its debut on Stand 78 at UK Aware on April 16 and 17. At GreenCollarWoman™, **we believe that women are powerful agents of change in the green economy and that women leading sustainability initiatives is an untapped opportunity for the economy, for businesses and for communities.**

GreenCollarWoman™ aims to create, support and showcase today's leaders in sustainability by providing an on- and off-line community for women to come together to connect, learn, influence and share inspirational stories of success, challenges and winning strategies.



GreenCollarWoman™ is the brainchild of Tashweka Anderson, Green IT expert and Managing Director of sustainability solution provider [Anderson Brown Ltd.](#) The idea for GreenCollarWoman™ started with an observation – that across homes, communities and organisations, you will invariably find a 'green lady' who is leading the charge to introduce organic and fairtrade coffee into the lunchroom, to implement recycling policies, to reduce waste, to save energy, to advise clients on sustainability strategies and the list goes on and on. Perhaps the single greatest observation is that in conversations with women about sustainability, climate change and 'green', the word 'passion' always makes its way into the conversation.

"I came to the conclusion that for many women – including myself -- being sustainable/ethical/going green isn't simply something women do, it's part of who we are, who we want to be", says Tashweka. "Being involved in and leading sustainability initiatives at work, at home, in the community gives women the opportunity to combine a passion for making a difference with a profession or vocation. That's why GreenCollarWoman™ is where passion meets professional performance."

Unlike many networks, GreenCollarWoman™ isn't just about transactions or winning the next business deal. It aims to be more than just a networking platform, but a community where like-minded green-collar women can build new relationships and nurture existing ones.



UK Aware visitors can stop by Stand 78 to visit us and learn more about the community. We'll have gifts and giveaways and visitors will have the opportunity to win exciting prizes including free entry to future film screenings and discounted and free membership, including a copy of the highly acclaimed book, *Climb the Green Ladder*. Other prizes include free entry to the official GreenCollarWoman™ launch party, **[Women Climb the Green Ladder](#)** on 26 April from 6-9PM in association with Climb the Green Ladder, Caponata and the Forge. At the launch, powerful women like 10:10's Eugenie Harvey, London Leader and LSE Sustainability Manager Dr. Victoria Hands, Lloyds Banking Group Sustainability Manager Bola Gibson and *Climb the Green Ladder* author Amy Fetzer will share their inspirational stories.

About GreenCollarWoman™ :

GreenCollarWoman™ is a brand of sustainability solution provider, Anderson Brown Ltd. Anderson Brown Ltd is a social enterprise that supports two charities, [10:10](#) and [ALPADEF](#). For more information call +44 (0) 20 7096 0468, email: info@greencollarwoman.com or visit: <http://www.greencollarwoman.com> <http://www.anderson-brown.com>

About UK Aware

UK Aware is the UK's only green and ethical lifestyle exhibition. The UK AWARE 2010 show will provide tips and hints for greener living, and products, services and inspiration which will help you live a more sustainable, greener lifestyle. For more information visit <http://www.ukaware.com/>