



**FOR IMMEDIATE RELEASE**

## **TriGreen Forms as LC3 to Promote Green Economy** *Local Company Showcases Michigan's Green Initiatives*

**Rochester Hills, MI, December 8, 2009** – With Michigan's tough economy making national headlines it's hard to find much good news, but two local entrepreneurs have found some and are working hard to spread the word. John Batdorf and Steve Rogge have launched TriGreen Development L3C as a Michigan-based low profit, low liability corporation (L3C) to promote green initiatives in the state.

“Perhaps more than any other state, the Michigan economy is evidence that an oil-centric economy is not sustainable. Unfortunately, the state's auto industry has taken the brunt of this reality and in many ways collapsed to the ground. From this ground, we see the emerging blue/green economy and the many sustainable business efforts throughout the state as shoots of growth taking root,” says Batdorf, formerly Executive Director of Upland Hills Ecological Awareness Center in northern Oakland County.

“Michigan is well positioned with tremendous resources, including 20 percent of the world's fresh water supply, a wealth of underutilized technical and manufacturing resources, strong agricultural and tourist industries and, most of all, the absolute need to take immediate steps to be a leader in the blue/green economy,” says Batdorf. “Progress is being made on many fronts, with many notable success stories around the state, and political will is mounting. We hope to showcase these green efforts of business, non-profit organizations and government agencies through our events and programs.”

The centerpiece of TriGreen's business is the “MI Earth Day Fest,” Michigan's largest Earth Day celebration. The MI Earth Day Fest, managed by the same team as last year's annual Earth Day Expo, will be held April 23-25 in downtown Rochester and will feature exhibits, demonstrations and education on efforts to build a greener, brighter future for Michigan. Details of the festival, celebrating the 40<sup>th</sup> anniversary of Earth Day, are available at [www.miearthday.com](http://www.miearthday.com).

“We expect the MI Earth Day Fest and our related programs to take awareness, interest and involvement in Earth Day to a whole new level in our local community and throughout Michigan,” said Steve Rogge, who spent his career in event management and automotive marketing before “going green” and earning a Permaculture certificate. “With our L3C designation, we hope to combine the best of for-profit practices and non-profit motives, and to engage more organizations who want to get involved in creating triple bottom line value for people, the planet and prosperity. We feel that this is the winning formula for Michigan's future.”

To date there are only a handful of businesses in Michigan registered as L3C's. The designation gives TriGreen the ability to accept foundation investments to support Michigan's revitalization and to partner with non-profits in socially beneficial activities.

For more information about attending, exhibiting or volunteering, visit [www.miearthday.com](http://www.miearthday.com) or call Steve Rogge at 248-535-9390.

### **About TriGreen**

TriGreen Development L3C is a low-profit, limited-liability company, committed to sustainable development, able to support a variety of community and commerce initiatives by partnering with local business and government, and using major community events as a springboard for a variety of green programs. These include year-round office center with resources for green city planning, an Earth Day products showroom, sustainable business incubator, and green living education center. For more information, visit [www.trigreen.biz](http://www.trigreen.biz) or [www.miearthday.com](http://www.miearthday.com) or call Steve Rogge at 248-535-9390.

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