

Good Works

Compiled by
Stephanie Newton

Calling all do-gooders. We know you don't do good stuff just to get attention, but we think you deserve it.

And we'll give it to you on this page. Send photos and news for consideration to Good Works via mail to Washington Business Journal, 1555 Wilson Blvd., Suite 400, Arlington, Va. 22209, fax to (703) 875-2231 or e-mail to washingtonbusinessleads@bizjournals.com. Photos cannot be returned.



LOSE YOUR KEYS: Caitlin Greeley drops her car keys in a special lockbox held by Holly Woodhead, Flexcar's public relations and marketing manager for D.C. Greeley is participating in the program with seven of her colleagues from the Coalition for Smarter Growth.

WHO'S GIVING: The Metro transit system and local Flexcar operations

WHO'S RECEIVING: 31 Washington-area residents

WHAT'S BEING GIVEN: A Metro SmarTrip pass and free use of Flexcar

BACKGROUND: More than 30 commuters agreed to turn over their car keys and use alternative transportation during August by walking, biking, riding Metrobus, hopping on Metrorail or using Flexcar. Participants are keeping a journal of the their car-free experiment. Excerpts can be viewed online at www.dclowcardiet.com. The drivers had to drop their precious engine-turning metal into a gilded lockbox at the Chinatown/Gallery Place Metro stop, but not before attending an orientation session that offered information on living life away from the wheel. (The honor system is in place for participants who have spare keys sitting in a dish at home.) There are some perks for the participants: 25 hours of free Flexcar use during the month — more than 160 vehicles are parked throughout the area — five complimentary-drink coupons for Borders bookstores and free tickets

to a Washington Performing Arts Society show. If the participants complete the month without driving their cars, they will be awarded free hours of Flexcar use.

A FEW WORDS FROM THE SPONSOR: "This event, and these people, will show us all that it's easier than we think to live without owning a car," says Emeka Moneme, chief of staff to Metro Interim General Manager Dan Tangherlini, in a statement. "With the combination of Metrobus, Metrorail, Flexcar and other modes, there's hardly anywhere you can't go easily, efficiently and affordably."

WHO'S GIVING: D.C.-based Tenacity Group

WHO'S RECEIVING: Gala Hispanic Theatre at Tivoli in Columbia Heights, homeowners

WHAT'S BEING GIVEN: \$12,000 in theater subscriptions, which Tenacity bought and provided to first-time homeowners at Columbia Station, the company's new condominium development in Columbia Heights

BACKGROUND: To welcome new residents of its condo development, Tenacity shelled out money to give each homeowner two subscriptions to Gala Theatre's 2007 season. The new residents were among the audience at a packed showing of rap/calypto group 3Canal's musical titled "Caribeania Imperia," with music from Trinidad and Tobago. The theater also hosted public representatives and members of the D.C. Culture Board who extended greetings to the new residents.

A FEW WORDS FROM THE SPONSOR: "Gala Theater Tenacity Night was an amazing opportunity for new residents in Columbia Heights to acquaint themselves with an exceptional and unique D.C. cultural facility," says John Fitzgerald, president of condo sales for Tenacity.



TOUR DE TIBET: CR Software employees trek across Tibet to raise money for schools and the construction of greenhouses there.

WHO'S GIVING: Fairfax-based CR Software

WHO'S RECEIVING: The Kham Aid Foundation and at least five primary schools in Tibet

WHAT'S BEING GIVEN: \$20,000 to Kham Aid and an expected minimum of \$55,000 for the schools

BACKGROUND: By getting sponsors for a bike ride through Tibet called "Ride for Green," six CR Software employees are raising money to build greenhouses for children of the Kham region. The cyclists began their 15-day cruise July 30. The 800-kilometer trek, which covers the rugged Tibetan plateau, helps increase awareness about the poor nutrition of Tibetan children. Greenhouses are needed because Tibet's cold climate means most vegetables won't grow in the open air. The Kham Aid Foundation will oversee construction of the greenhouses.

A FEW WORDS FROM THE SPONSOR: "As a company, and individually, we are proud to help fund this project and others the Kham Aid Foundation has initiated," says Warren Dedrick, chairman of CR Software. "This humble donation will feed and educate hundreds of children in the Kham region for many years to come."