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## **“Think Green” Gets Greener – New Partnership Between Bethesda Green and Montgomery Community Media**



Bethesda Green has just become the charter sponsor of Montgomery Community Media’s monthly half-hour TV series “Think Green”, Montgomery County’s only locally-produced TV show addressing environmentally ‘green’ issues in the county. The series provides information allowing viewers to embrace a ‘green’ lifestyle by featuring the latest trends, products and resources that encourage a more environmentally sustainable lifestyle. The show highlights local green businesses, community events and government sponsored programs that support more sustainable management of our resources.

“Think Green” airs on the Montgomery Channel on local cable channel 21 on Mondays at 8:30 pm, Wednesday at 1:00 pm and Sundays at 6:30 pm.

The collaborative relationship between Bethesda Green and Montgomery Community Media will enhance both organizations ability to significantly expand outreach and commitment to residents passionate about the environment.

In addition to the “Think Green” sponsorship, the partnership between Bethesda Green and MCM will produce one-minute environmental tips that will begin airing on the Montgomery Channel as well as on MCM’s and Bethesda Green’s online platforms.

“We believe the Bethesda Green-MCM partnership strengthens our capacity to incubate new green businesses, educate the community, and initiate programming that can affect real change. We’re looking forward to working together to promote sustainability throughout the county,” says Bethesda Green Executive Director Dave Feldman.

“We’re thrilled to be a part of Bethesda Green’s efforts in communicating sustainable living practices through MCM’s 240,000 home footprint via the Montgomery Channel. We think this partnership will provide Montgomery County residents with a unique resource of information to improve their homes and businesses,” says MCM Executive Director Merlyn Reineke.

Bethesda Green is a local nonprofit whose mission is to bring business, government and community together through programs and services that promote a healthy economy and sustainable living practices in order to reduce the collective impact on the environment.

Montgomery Community Media is the only independent nonprofit media resource serving Montgomery County on two cable channels - the Montgomery Channel on cable channel 21 and Access.19 on cable channel 19 - in addition to providing 24-hour streaming and on-demand archiving via the web at [www.mymcmedia.org](http://www.mymcmedia.org).

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