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Green Capital Alliance Announces New Website
Revamped website highlights the Sacramento Region's clean tech sector

SACRAMENTO (July 6, 2011) – The Green Capital Alliance (GCA) announced today the release of its new website: www.GreenCapitalAlliance.org. The online destination and information resource is designed to reach a broad audience and provide information about past and present collaborative efforts to grow the Sacramento region's clean energy technology sector. The new site documents regional clean tech accomplishments, green job growth data, and GCA's project portfolio, while also connecting local visitors to information about clean tech training and education. Assistance programs for clean tech companies, resources for sustainability at home and work, and clean tech events in the Sacramento area are also featured.

"Our new website is a one-stop shop for resources and information about the region's green economy," says Julia Burrows, Managing Partner of Valley Vision, the regional nonprofit that manages the Green Capital Alliance. "The site will give online visitors the ability to stay informed and take advantage of opportunities to be involved in the clean tech economy. We worked hard to elevate the work of our partners, and to showcase the unique strengths of our region."

Content Deeper and More Accessible

The new site features expanded content, bold colors and graphics, and more intuitive navigation. The homepage includes recent announcements and news features, GCA's Twitter feed, and quick links to GCA's regional event calendar, Facebook page, and e-newsletter. Highlights within the site include:

- An interactive timeline of GCA accomplishments throughout its five-year history,
- In depth information about how regional partners participate in GCA Focus Areas,
- An overview of the region's clean energy technology economy and recent research on industry areas of potential growth,
- Information on renewable energy programs for homeowners and businesses,
- Resources for clean tech education and training programs to prepare the Sacramento region's clean tech workforce.

Design Team

The Green Capital Alliance website design and construction was completed by Uptown Studios, a Sacramento-based design firm with a commitment to the community. Uptown Studios 'designs for social change' by working extensively with nonprofit and community organizations, and is also certified by the Sacramento Area Sustainable Business program.

Funding for the Green Capital Alliance website was contributed by the Sacramento Employment and Training Agency, and Uptown Studios provided additional in-kind support.

The Green Capital Alliance is a partnership of businesses, local governments, economic and workforce development organizations, education and research institutions, utilities and others that are committed to sustainability and growing the region's clean technology cluster. More than 30 organizations comprise the Steering Committee and more than 800 regional leaders track the GCA's progress through its electronic newsletter. Visit www.greencapitalalliance.org to learn more.

Valley Vision coordinates and staffs the Green Capital Alliance. Formed in 1994, Valley Vision is an independent nonprofit that provides analysis and action to improve the economic, social, and environmental health of the six-county Sacramento Region. For additional information, visit www.valleyvision.org.

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