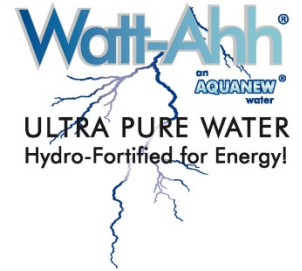


News Release

Oct. 29, 2012



The State of Sarasota Green Innovation Five Years Later

Sarasota, FL – Five years ago on Saturday, Nov. 17, more than 17,000 people gathered to celebrate [Efest](#) Florida, held on the polo grounds of Lakewood Ranch. It became one of the largest green festivals this region had seen. The purpose behind it and the festivals that would follow is to support good stewardship toward ourselves, our environment and our planet. Doing so affects the quality of water we drink, the air we breathe, the health of the food we grow, the quality of life for every living being and – ultimately – our survival. These festivals and expos also showcase new innovations for greener, cleaner and safer lifestyles. It begs the question whether we are better off today from a “green” standpoint when compared that of five years ago.

How successful have we been over the past five years?

“Over the last several years it has been exciting to see so many entrepreneurs in our area developing an array of new green energy technologies, water conservation and purification solutions and a myriad sustainable products and services.” Jeff Kratsch, Executive Director of the Suncoast Technology Forum and sustainability advocate, told us. “Green businesses are innovating, and these innovators are also creating jobs and contributing to the growth of our local economy.”

Innovation in Sarasota’s Green Movement ...

While there are many local innovative companies, AquaNew, which produces the special bottled water, Watt-Ahh® has recently made a great deal of progress. “Efest was the perfect venue to launch our wellness water five years ago.” Rob Gourley, CEO of AquaNew said. “We recently had a breakthrough by medical doctors who have provided us with physical evidence on our restructured water. It is a new testing technology from Russia that did not come to the U.S. until 2007. Watt-Ahh® is distinctly different from all other restructured waters tested by these doctors and will likely have a key role in healing.” Gourley told us.

Another great innovator is Rob Campbell of PowerPoint fame. Campbell currently serves as the CEO of Voalte’, a Sarasota-based company, that was launched in 2009. Voalte’ has developed the smartphone system used at Sarasota Memorial Hospital and many other health care institutions nationwide. The new system enables nurses and clinicians to communicate directly through voice, alarms and text, improving efficiency and patient safety.

Other Advancements ...

Kyle Stevens and Joan McGill of the Sarasota County Economic Development Corporation enthusiastically reported on a number of corporate innovations including: a fungal-resistant paint film for clinical interior coatings used in hospitals, food manufacturers and hotels (Bioni Hygienic); a paperless system for restaurants and other businesses (Datum Corporation); and a nano-prill, time-release fertilizer (Florikan®) being produced by area companies.

According to Jeff Kratsch, “The best place to learn about all of these new offerings is to visit the area’s many local sustainability expos.” Some of the upcoming venues are given below.

Yes, Efest – and those that followed over the last five years – planted the seeds of innovation and showcased initiatives for healthier lifestyles which are alive and growing better each day.

Get Green Ideas at these Community Events:

[Sarasota Naturally](#) – Held in the fall of each year, Sarasota Naturally is committed to eco-commerce, sustainability, health and wellness. Coinciding with the Downtown Sarasota Farmers Market, you can stock up on organic veggies and other products. This year’s SN takes place on Saturday, Nov. 10 in downtown Sarasota. Get details at [SarasotaNaturally.com](#)

[Sarasota Bay Water Festival](#) – The Sarasota Bay Water Festival celebrates the importance of Sarasota Bay to the environment, economy and quality of life. This year’s event takes place on Saturday, Nov. 17 in Ken Thompson Park. Learn about their sustainability plan at [SarasotaBayWaterFestival.com](#)

[Eco-Fest](#) – Sponsored by Natural Awakenings Magazine, Eco-fest encourages people to “join local vendors and enjoy entertainment and educational speakers in learning how to be healthy, save money and help save the planet.” Held in downtown Sarasota near early spring’s Earth Day, you can learn more by visiting [NASRQ.com](#)

[GreenFest](#) – Sponsored by [Friends of Plant Park](#), the 2013 GreenFest will be held on Saturday, March 23 and Sunday, March 24 at the Henry B. Plant Park in Tampa.

Read all about other earth-friendly events at [GoingGreenTampa.com](#)

This Thanksgiving, during our five-year anniversary, we are grateful for our loyal customers and partners who have made our contribution toward a healthier planet possible. **Learn more about Watt-Ahh® at [www.AquaNew.com](#) and to access our [Media Kit](#). Media Contact: Danielle Palli at 941-526-6789 or Danielle@aquanew.com.**

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