

## **The Challenge of Building an Eco-friendly Business: Car-sharing for Profit**

### **Press Release**

A talk by Robin Chase, CEO of Zipcar on The Challenge of Building an Eco-friendly Business: Car-sharing for Profit will be featured in an event on February 11<sup>th</sup>, 2003, sponsored by the Yale School of Forestry & Environmental Studies. The talk, free and open to the public, will be held on Tuesday, February 11, 2003 at 4:15 p.m. in Bowers Auditorium, Sage Hall, 205 Prospect Street, New Haven, Connecticut. A reception will follow the presentation.

This event is part of the 2003 Spring Lecture Series sponsored by the Yale Industrial Environmental Management (IEM) Program at the School of Forestry & Environmental Studies. This year's IEM Lecture Series, THE BUSINESS OF SUSTAINABLE TRANSPORTATION, examines a variety of alternative transportation strategies and technologies.

In its thirteenth year, the IEM Spring Lecture Series brings speakers from a variety of companies to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment.

Robin Chase co-founded Zipcar in January, 2000. Zipcar is a car-sharing service that allows its members 24-hour access to cars by-the-hour, available throughout major metropolitan areas. Zipcar was an idea born from Chase's own desire to have occasional access to a car when her own car, which she shared with her husband, was unavailable. Zipcar has grown to more than 4500 members using cars in 150 different locations in Boston, Washington DC, and New York. Chase graduated from Wellesley and MIT's Sloan School of Management.

The IEM Spring Lecture Series is supported by the Joel Omura Kurihara Fund. Joel Kurihara, F&ES class of 1992 was committed to improving business and environmental relations and the type of dialogue this series seeks to advance. For further information regarding the lecture series, contact IEM at 432-6953 or [iem@yale.edu](mailto:iem@yale.edu).