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## The Wright Scoop

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### Wright Scoop Inspires Greening America's Landscape

*Glen Allen VA based The Wright Scoop – consultant, lecturer, & wordsmith, Sylvia Hoehns Wright, nationally recognized eco-advocate, contributing writer and communications specialist, offers incentive to inspire 'greening' America's landscape.*

Glen Allen, VA, March 01, 2011 --([PR.com](#))-- In celebration of the original Earth Day, on the March equinox Earth's global holiday which draws together peoples of all nations, cultures, and religions to advance Peace, Justice, and Earth Care, The Wright Scoop - Sylvia Hoehns Wright offers discounted purchase price for her eco books, <http://stores.lulu.com/syhwright>.

"Through interaction with Industry personalities and events," says Wright, "I've identified 'greening tips and strategies, and published topical columns as well as workshop style publications. The purpose of my eco books is to provide useful as well as more easily understood guidelines. I hope to inspire others to acquire knowledge that will enable their ability to 'green' their life-styles, whether personal, business or civic."

Words of Praise for Wright's Work -

"As a former educator, I've observed as Wright emphasizes, an image specific to eco-biz – must be relevant, avoid loss of market share through attrition, while placing emphasis on eco-greening aspects of the product or service provided." - Leonard O. Morrow, PhD, retired botanist and horticulturist

"For the 'original GREEN industry' it's more important now than ever before to communicate effectively with our ever-changing end consumer - outdoor decorators and home gardeners. Staying relevant to emerging generations of customers will be one of our biggest tasks over the next decade and communication is the key. Ideas abound in Sylvia Wright's research as she profiles some of the best marketers and communicators in the business, bringing fresh takes and new approaches to attracting and engaging customers." – Bill Calkins, business manager at Ball Horticultural Company in West

Career History -

Sylvia Hoehns Wright, a nation-wide recognized brand, 'green' writer and Industry advocate, is a former tech/business communications specialist. She has transitioned her avocation into an environmental vocation encouraging all to 'go green,' move from eco-weak to eco-chic. As a result, she is the recipient of the 'Turning America from Eco-weak to Eco-chic Award.'

"Sylvia's eco-chic advocacy embodies every aspect of the consumer educational campaign we hoped to inspire," said Den Gardner, executive director of Project EverGreen, [www.projectevergreen.com](http://www.projectevergreen.com). "The judges were impressed

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with her ongoing effort to teach eco-green. For, our vision is to be a global organization that empowers people within communities to change society through the responsible creation and preservation of sustainable green spaces, such that the ever-increasing impacts of global warming in the world are measurably reduced; because Green Matters!"

Sylvia Hoehns Wright - a graduate of the Virginia Natural Resource Leadership Institute program and former tech/business communications specialist - transitioned her eco-legacy into an environmental vocation encouraging all to 'go green', move from eco-weak to eco-chic. Highlighted as a 'green writer' by the VA Press Women's Association, she contributes columns and articles to Green Profit, Today's Garden Center, The Office, Journal of Systems Management, Richmond Times Dispatch and Mid-Atlantic Grower newspapers, and VA BBB & Information Executive newsletters; blogs for Build Green TV; and provides a syndicate style eco-chic home and garden column.

Wright has provided speeches/workshops for the DC Green Festival, VA Dept. Housing Authority, Charlottesville and Richmond Assoc. of Information Technology Professionals, International Assoc. of Business Communicators, Society of PR Professionals, Federation of Business & Professional Women's Clubs, and Industry short courses/conferences. As a result of her eco advocacy, Wright was invited to host a workshop - Changing America's Landscape - for the Congressional City Conference held in Washington DC on March 12, 2011 at 9:00 am. To register link to web site [www.nlc.org](http://www.nlc.org) or call (202) 626-3000.

To inspire others to investigate, document and create an eco legacy, during the month of March, she offers discounted eco book sales. For details, link to Sylvia Wright's Storefront - [Lulu.com](http://Lulu.com); and for details of her activities, link to web site [www.TheWrightScoop.com](http://www.TheWrightScoop.com) or contact [Sylvia@TheWrightScoop.com](mailto:Sylvia@TheWrightScoop.com) or call 804-672-6007; or, follow Wright's activities through facebook group The Wright Scoop or twitter ID WrightScoop.

As the recipient of the 'Turning America From Eco-weak to Eco-chic' award, Wright challenges all to "Move from eco-weak to eco-chic – 'green' life's garden, one scoop at a time!"

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