

for immediate release



Guidance Employees Invite So Cal Neighbors to Join Them in Recycling 'Gently Used' Items by Donating to Charity

Drop Off Items at Guidance Headquarters in Marina Del Rey

MARINA DEL REY, Calif. – December 5th, 2008 – Guidance invites its Southern California neighbors to green their holidays by joining the company in donating “gently used” items to local Southern California charities.

Anyone is welcome to donate gently used clothes, shoes, accessories and toys. Drop them off by Friday, Dec. 12, at Guidance headquarters in Marina del Rey: 4134 Del Rey Ave., Marina del Rey, CA 90292. Click [here](#) for the Google map.

Guidance will deliver the items in time for the holidays. For more information, contact Catherine Lanzarotta at clanz@guidance.com.

“This is the season for us to share something of ourselves, and this is a fun way to do it,” said Jon Provisor, Guidance owner and CTO. “Plus, what better way to honor our company’s commitment to reuse and recycle than to give someone else a chance to enjoy the items we don’t need anymore – and to make it easy for others to do the same. We welcome any chance to get to know our neighbors here in the Marina. Come on by and donate.”

Guidance Green is a committee formed by Guidance employees who value the importance of living and working in a healthy planet. The committee’s goal is to discover new ways to help Guidance operate as an environmentally conscious company, and to inspire clients, partners and the community in general via its website, www.GuidanceGreen.org, its [blog](#) and eco-friendly events.

Guidance is proud to be an environmentally aware, 100 percent carbon-neutral company. In February 2008, Guidance published an online environmental [toolkit](#) titled *How To Operate as an Environmentally Aware Organization and Reduce or Eliminate Your Carbon Footprint*.

About Guidance

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance’s systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.



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