

# Save Half, Give Half.

Portland, OR , November 9, 2011--Portland-based Green Drop Garage is excited to announce its holiday season promotion / philanthropic effort, "Save Half. Give Half," in an effort to raise money and awareness for local causes while also promoting itself. The promotion will run between November 9 - November 16.

Green Drop Garage is a full-service, eco-friendly auto repair shop committed to quality, eco-conscious auto repair and customizations.

Following the online coupon model, where a limited time half-off offer is purchased and used at a future date, Green Drop Garage plans to offer a half-off deal for its eco-friendly oil change service (typically \$40) on its website ([www.greendropgarage.com](http://www.greendropgarage.com)).

Traditionally, the business and online coupon service evenly split the revenues generated from the promotion, leaving the business with 25% of the retail price and a horde of new customers. Green Drop Garage intends to divert the revenue stream back to local causes, while using the campaign to expand and create a new job before the end of 2011. For every half-off (\$20) eco-friendly oil change sold online, Green Drop Garage will contribute \$10 to one of three causes: Pixie Project, Bicycle Transportation Alliance, and Ways to Work a program of Metropolitan Family Service. The cause will be chosen by the buyer at the time of purchase.

After receiving many calls soliciting his participation in online coupon offers, Farhad Ghafarzade, President of Green Drop Garage, knew there had to be a better way to both promote his business while helping causes he believes in. "Since starting Green Drop Garage, I have always wanted to write a big check in support of the causes I care about. I just never had the money - I still don't! This promotion allows us to raise lots of money and awareness to three awesome causes, find and appeal to lots of new customers, and hopefully create one more full-time job before year's end."

Says Amy Sacks of the Pixie Project, "Get an eco-friendly oil change and help our local non-profit community? Well there's just no reason not to! It is incredibly encouraging to know that our local business community is in support of our rescue work. We can all be more efficient and more successful if we join forces."

"The BTA is excited to partner with Green Drop Garage. When you service your car at Green Drop, you keep your dollars local and support bicycle advocacy. Thanks to Green Drop for keeping our motor vehicles running more efficiently, providing strong support to both people on bikes and people behind the wheel," Says Tom Rousculp of BTA.

Abby Becic of Ways to work agrees, "I love it!"

Located in inner SE Portland, Green Drop Garage has spent 2 years as Portland's eco-friendly car repair shop, always ready with mechanics to help, a bike to loan, and a dog to pet.

To learn more:

[www.greendropgarage.com](http://www.greendropgarage.com), <http://www.pixieproject.org/>, [www.metfamily.org](http://www.metfamily.org), [www.btaoregon.org](http://www.btaoregon.org)

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