

Second Revolution Communications Chosen to be Official Business Development Arm of Alternatives Inc.

FOR IMMEDIATE RELEASE

(Toronto, Ontario, August 14, 2015) Second Revolution Communications (SRC) is proud to announce that it has been chosen by Alternatives Inc. to be the official business development agency for Alternatives Journal (A/J). Beginning August 15, 2015, SRC will assume all responsibility for revenue generation through corporate, academic and foundation engagement; partnerships and promotion; and communication and branding.

“Alternatives Inc. is an ideal client for our organization,” states Keith Treffry, Director of Strategy for Second Revolution Communications. “The opportunity to work with such a respected and important media entity as A/J, as it seeks to expand its revenue streams, enhance its digital imprint and expand its impacts in Canada’s environmental community, is an exciting responsibility we look forward to taking on. We are confident that if the proper foundation for the expansion of its mandate is put in place now that the next phase of Alternatives Inc.’s work will be more meaningful and certainly more impactful.”

For nearly 45 years, A/J has helped take complex environmental issues and turn them into something understandable to the layperson. While it began life as an academic transfer journal in what was then the new post-secondary study and research area of environmental sciences, filling a need for an independent, peer-reviewed journalistic research and ideas, it has expanded the scope of its work to include Canadians working on environmental matters at nonprofits and charities, think tanks and governmental bodies.

“Our editorial pedigree is unparalleled in the Canadian environmental community and the need for the type of content we produce has never been more acute,” states Marcia Ruby, A/J’s Publisher. “However, like most nonprofits and charities we constantly struggle to find the revenue to make required investments in development, technology and programming. And, like many of our peers in the media space, we’re naturally much better at editorial development, story-telling, communications capacity-building and collaborative community-building than we are at revenue generation, partnerships, publicity and promotions. Second Revolution Communications understands our challenges and has great ideas to turn them into opportunities that support our short-term initiatives while dove-tailing with our long-term strategy.”

The team at Second Revolution Communications will begin reaching out to A/J partners and future partners in the near future to discuss engagement opportunities with A/J’s growing audience base. They will also be unveiling the 2016 Editorial Calendar, all the inside scoops on A/J’s 45th Anniversary plans, and some very exciting news on the digital front that will further enhance A/J’s core value to our community as a communications hub.

About Second Revolution Communications

Second Revolutions Communications is a communications agency dedicated to powering the purpose of nonprofits and their supporters, funders and corporate partners. We founded our organization upon the principle that intelligent, informed, professional and compelling marketing communications efforts are the KEY driver of organizational fiscal security--and that this fiscal security allows nonprofits to dedicate more time and resources to delivering more tangible, positive impacts on behalf of their communities. Learn more about SRC's solutions at www.secondrevolution.ca.

About Alternatives Inc.

Alternative Inc.'s mandate is to promote an understanding of "environment" in the broadest sense of the word, including social and political dimensions, and stimulate dialogue about environmental issues – as well as to provide critical and informed analysis and provide publishing opportunities for Canadians. Learn more about A/J at www.alternativesjournal.ca.

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