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**Title: New Company Wants to Help Corporations Get Squeaky -Clean**

A newly launched Boulder company, **Environmental Communications Associates, Inc.**, is hoping to help corporate America become a busy bunch of environmentalists. Its mission, as outlined in a classy-looking brochure, is to help companies assess their image – environment-wise, as they say in the boardrooms. Then, in phase two, **A.J. Grant**, a Boulder ad agency owner who's the new firm's President, **Lange Winckler**, its Executive Director, and a group of environmental scientists and marketing people will – for a fee – help the company select appropriate ways to get involved. A company could, for instance, sponsor an acid rain conference or the cleanup of a harbor, river or lake.

Increasingly, argues the brochure, consumers will insist on doing business with Earth-loving companies. In fact, it says, 'in terms of the goodwill and reputation it can earn you, the environment is by far the most important client you may ever have.'

Let's hope corporate titans everywhere agree, because if the weather keeps getting hotter at the rate it's going we're all in big trouble.