

FOR IMMEDIATE RELEASE

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NEW YEAR BRINGS CHANGES FOR RICHMOND-BASED ENVIRONMENTAL MARKETING & COMMUNICATIONS FIRM

RICHMOND, VIRGINIA – January 2018 – Virginia’s only environmental marketing & communications firm, Chesapeake Environmental Communications starts 2018 with a new office in downtown Richmond and a new name, [Green Fin Studio](#).

“Over the last couple of years, our business expanded well beyond the Chesapeake Bay region. We wanted our new name to be less geographically restrictive, while still retaining our coastal and environmental focus”, said Green Fin Studio founder and President Paula Jasinski.

The agency was founded in Gloucester, Virginia in 2010 to provide a range of creative and strategic services to clients in conservation, ecotourism, research, and education organizations. Green Fin Studio combines environmental science expertise with data analysis, strategic marketing, and exceptional graphic design. According to Paula, “Richmond is a natural fit for us because of its focus around the James River and that its museums, art centers, and professional groups already celebrate the confluence and energy between art and science”.

Dave Jasinski, Green Fin Studio’s VP & Creative Director, says the most rewarding part of his work is in finding new ways to tell important stories and developing compelling visuals that capture both imagination and attention. Though formally trained in marine science, Dave is an accomplished designer and communicator. He explains, “When we can work with scientists, conservationists, educators and ecotourism operators to identify key messages and clear visuals, their work can become much more broadly accessible and appreciated”.

Green Fin Studio works with a diverse client list, including ecotourism resorts, non-profits, private industry, academia, and all levels of government agencies. Their client list includes The Nature Conservancy, Greentique Hotels in Costa Rica, Friends of the Rappahannock, The Chesapeake Bay Program, Ocean Club Resorts in Turks & Caicos, The Campbell Foundation, The Gilded Iguana Surf Hotel (Costa Rica), Virginia Commonwealth University, Chesapeake Research Consortium, and the Alliance for the Chesapeake Bay.

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[Green Fin Studio](#) is an award-winning, full-service marketing and communications firm that serves clients in environmental conservation, ecotourism, education, and research.