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55 YEARS

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## **Blue Hive celebrates birthday and introduces "Green Bee Initiative"**

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Over 150 industry professional is gathered at the Blue Hive, Inc. headquarters to celebrate the company's birthday and to share its vision on Sept. 18th. A strategic events and exhibit firm, Blue Hive introduced its "Green Bee Initiative" that supports the use of ecologically safe materials and practices in the execution of its projects. Each participant left with Colorado blue spruce saplings for planting as a symbol of the company's commitment to reducing its carbon footprint.

"It was great to celebrate our growth and success and share it with our clients and supporters in the industry," said Jack Hally, executive vice president. "Over the past four years we have stayed true to our mission and focused on leaving a smaller carbon footprint, and have been very successful. We'd like to thank everybody who has been involved in our growth."

Now in its fifth year, Blue Hive is a design and manufacturing company specializing in tradeshow exhibits, strategic events and branded environments. In line with the green vision, the company has invested in several recycling programs and continuously researches new sustainable materials.

The concept was inspired by the collaboration of the bees. "One of my clients was into beekeeping and suggested the bees as a way of increasing the productivity of my gardens," Hally said. "A hive is nature's purest form of organization. It is the universal symbol of industry and prosperity. Blue represents the color of imagination and creativity."

Each employee is inaugurated with a spoonful of pure honey, as a symbol of the success of the entire hive. Sweet.

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