

| off-campus |

SEEING RED, GOING GREEN

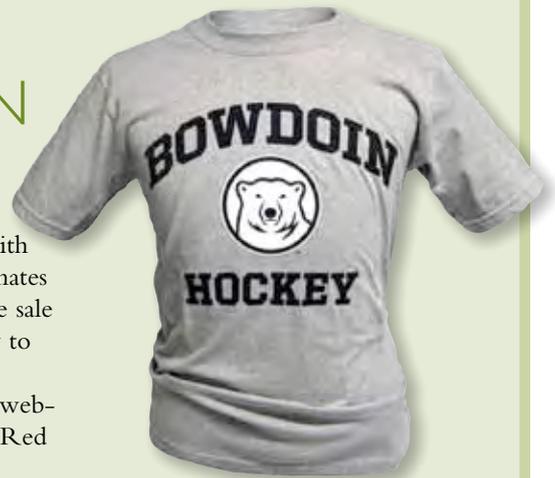
On a humid training run in 2007, marathoner Jeremy Litchfield '99 was left covered in red dye and wondering what sort of environmentally harmful chemicals were leaching into his body from a shoddy running shirt. "I just thought, this is it," Jeremy says. In response, he founded his own performance apparel company, Atayne, with a commitment to "never make a red shirt."

An environmentalist at heart, Jeremy thought about commerce as a viable way to live his values, and set to work "building a company that leveraged business to solve environmental and social problems."

Jeremy recently moved his thriving startup to Brunswick and is in the process of shifting all Atayne production to New England, where it will be the only company of its kind using 100% recycled materials. A focus on local production and distribution ensures that Atayne's sustainability efforts extend to its business model. During the difficult 2008–2009 financial year, Atayne doubled sales and received the Entreverge Award from PROPEL, a Portland-based network of young business leaders.

The Bowdoin Bookstore now carries Bowdoin branded Atayne gear, and in keeping with Jeremy's principles, Atayne donates 10% of gross revenues from the sale of its Bowdoin apparel directly to Sustainable Bowdoin.

Check out the Bookstore's website, [atayne.com](http://www.atayne.com), and Jeremy's Red Shirt Blog, for more.



| campus |

CERTAINLY, BEAU JEST

Associate Professor of Theater Davis Robinson—who acts, writes, directs, and tours nationwide as co-founder of the award-winning Beau Jest Moving Theater (and who is shown at left participating in Museum Pieces in May)—has another honor to add to the troupe. Beau Jest won the top award for Best Visiting Production from

the Independent Reviewers of New England for its production last fall of "The Remarkable Rooming House of Madame LeMond." The cast of that show included Jordan Harrison '04, who joined Davis at the Boston Center for the Arts for the awards ceremony in April. See beaujest.com for more.