



Bay Area Green Business Program

Environmental Values At Work



Owner Bob Yanofsky stands outside My Gym by his Green Business logo

My Gym

2655 Middlefield Road, Palo Alto

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my-gym.com

Certification Date: September 2007

The sounds of happy toddlers and upbeat music greet you when you enter My Gym, a children’s fitness center in midtown Palo Alto. Bob Yanofsky opened the gym two years ago after searching for work that was more fulfilling to him. When he set up the gym, he was able to cut his costs and reduce his impact on the environment by finding free or used furniture for the office space and using recycled wood for all of the storage shelves he built. “I’ve been environmentally conscious since I was a kid. It is a passion of mine,” says Yanofsky. It’s so important to him that he indoctrinates staff about his philosophy when they first start working there and ensures they follow the guidelines he has set out for keeping the gym “green.”



Vinegar and other environmentally friendly products are used on gym surfaces

All of the surfaces in the gym have to be cleaned regularly so instead of using harsh chemicals, Yanofsky and his staff use vinegar and water or an environmentally friendly all-purpose cleaner. To clean the tile floors, they use Murphy’s Soap Oil, a natural, gentle soap. They also use reuseable cloths that Yanofsky takes home and launders himself with detergent that is better for the environment. They recycle the plastic table cloths used for birthday parties, have recycling bins for customers and employees to use, and recently had all the lights retrofitted with more energy efficient bulbs. He also encourages employees to bike to work, and most of them do.



Plastic table cloths from birthday parties are recycled

“I didn’t set out to get certified for the recognition, I did it because it’s the right thing to do and I believe you can always do better and get better at everything,” says Yanofsky. “The process is pretty easy, but it has credential and meaning to it.”

For more information about the green efforts of My Gym, contact Bob Yanofsky.