



## NEW CONFERENCE FOCUSED ON SUSTAINABLE MEDIA TO LAUNCH OCTOBER, 2008 IN BOSTON

(Mercer Island, WA - October 29, 2007) A new event focusing on all aspects of media and how to convert their production into sustainable workflows, will debut next October 1 & 2, at the Marriott Hotel Copley Place, Boston. Created by veteran graphic arts and trade show professionals, SustainCommWorld, *The Green Media Show* brings together top enterprise executives, media professionals and industry vendors who are all striving to find sustainable solutions.

### **Founding Sponsor, The Institute for Sustainable Communication**

"In a world facing climate change and soaring greenhouse gas emissions, there are some serious questions that need to be asked and answered," said Don Carli, Senior Research Fellow at the Institute for Sustainable Communications and Conference Chair. "How can the graphic arts supply chain become 'carbon neutral?' What is the carbon footprint of a banner ad? What new substrates, inks, and technologies are being brought to market to address the goal of 'green media?' The Institute is a founding sponsor of the conference.



The SustainCommWorld conference and exhibition will focus on bottom-line solutions including: increased brand equity; growing shareholder value; business risk reduction; supply chain activity; sustainability reporting; carbon foot-printing and more. The conference will offer top executives uniquely valuable perspectives probing every aspect of sustainable communications from initiating a sustainability program, best practices and implementation strategies, to sustainability reports.

SustainCommWorld, *The Green Media Show*, is the leader in green media conferences and expositions and was launched to provide a forum for media workers who design, print, and distribute digital and printed information," said Lisa Wellman, CEO of SustainCommWorld, LLC. "Neither print nor digital supply chains and process are sustainable today. This is a challenge and an opportunity to those businesses that step up."

This uniquely green conference has minimized its own carbon footprint by providing an expo floor with ready-to-use, pre-manufactured, recyclable booth structures eliminating shipping, drayage, set-up and tear-down time and expense, all designed by Champion Nationwide Services.

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