



SustainCommWorld™
the Green Media Show

Press Release

For Immediate Release

MAJOR INDUSTRY PLAYERS SPONSOR CONFERENCE FOCUSED ON SUSTAINABLE MEDIA AT CAL POLY

(Mercer Island, WA - November 13, 2007) Major players in the graphic communication industry have stepped forward to sponsor The Business of Green Media conference at Cal Poly on January 24, 2008, announced SustainCommWorld, LLC producer of the event in conjunction with Cal Poly Graphic Communication Department.

INDUSTRY LEADERS SPONSOR CONFERENCE

"In addition to the Cal Poly College of Liberal Arts, leading companies such as Xerox, Quebecor World, Kodak and Mohawk Papers, are supporting their interest in sustainable products and workflows by becoming sponsors," said Lisa Wellman, CEO of SustainCommWorld. "Their interest and support underscores their commitment to see this topic discussed, issues raised and the market educated. We're most appreciative of their backing."

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

Harvey Levenson, head of Cal Poly's Graphic Communication Department and host of the event, said, "The Business of Green Media conference will focus on what the graphic communication industry has been doing for years and what it plans to do in the future to address issues dealing with sustainable business practices. The conference will provide practical, concrete advice and strategies for industry companies."

The Honorable Robert C. Tapella, the recently appointed Public Printer of the United States and head of the Government Printing Office, will be offering a glimpse into what the federal government printing office will be doing in this context. Mr. Tapella will be conference keynote speaker.

Companies interested in sponsorship or exhibiting opportunities should contact Kathleen Kaiser at 805.524.6970 or email Kathleen@SustainCommWorld.com.

About SustainCommWorld LLC

SustainCommWorld brings together thought leaders in sustainability with a focus on the graphic communication industry, its supply chains and relevant enterprise stakeholders to discuss, challenge, learn and drive implementation of best practices in the greening of media. This is accomplished through conferences, seminars, exhibitions, consulting and other special projects for the Enterprise and Graphic Communication industry.

SustainCommWorld LLC

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