



## **NEWS – For Immediate Release**

Media Contacts:

Terry Wellman  
206.275.9992

[Terry@SustainCommWorld.com](mailto:Terry@SustainCommWorld.com)

Martin Maloney  
Broadford & Maloney, Inc.  
212.836.4710  
[m.maloney@bmc corp.com](mailto:m.maloney@bmc corp.com)

### **CO-PRESIDENT OF TIMBERLAND TO KEYNOTE THE GREEN MEDIA SHOW** Winners of First MediaWeek Eco-Awards for Carbon Neutral Campaign

***Mercer Island, WA (August 5, 2008)*** Michael J Harrison, Co-President of Timberland, will be a keynote speaker at the Green Media Show, October 1 & 2 in Boston. Mr. Harrison was selected because of the company's Earthkeepers advertising campaign. The campaign was one of MediaWeek magazine's "Media Plan of the Year" award winners for 2008.

"The attention paid by Timberland to sustainability best practices as Timberland and its agencies designed and rolled-out this campaign is truly a modern exemplar of how it can be done and what our conference is all about." said Lisa Wellman, CEO of SustainCommWorld, producers of *The Green Media Show*.

The Earthkeepers campaign has gained interest for its "eco-conscious" qualities: in an industry first, the carbon dioxide emissions associated with the commercial airtime of the campaign — across television, radio and Internet — were offset with wind power from the Jiminy Peak Mountain Resort wind project in western Massachusetts. A portion of other emissions related to production and distribution of the campaign were offset as well. In addition, billboards from the campaign have been repurposed into reusable tote bags which are currently being sold at Timberland® retail stores.

"At Timberland, we are committed to reducing our environmental footprint – from the way we build our stores, package and design our products, and select our resources. As a company with a passion for the great outdoors, we believe that doing our best to protect the environment is central to our brand's mission and important to our consumer too," said Mr. Harrison.

### **Michael J. Harrison – Background**

Co-President of Timberland, Harrison worked for sixteen years with Procter & Gamble in a variety of marketing, operations and general management roles in Europe, Asia and the U.S. Mr. Harrison is a graduate of Cambridge University and the Wharton School of Business at the University of Pennsylvania.

Mr. Harrison joins other keynote speakers who are well-established leaders in sustainability initiatives and education.

### **Lester Brown**, Founder and President of the Earth Policy Institute

Lester Brown has been described by the Washington Post as “one of the world’s most influential thinkers” and as “the guru of the global environmental movement” by The Telegraph of Calcutta. The author of numerous books, including *Plan B 3.0: Mobilizing to Save Civilization* where he develops a vision for an environmentally sustainable economy, he helped pioneer the concept of environmentally sustainable development.

### **Tyler Elm**, Principal, T.J.Elm and Associates

Tyler Elm formulated Wal-Mart’s Supply Chain Strategy that has sent "shock-waves" through their supplier community when H. Lee Scott, Jr. President & CEO informed them that to continue to be a favored supplier, they'd have to meet items on Wal-Mart’s scorecard. Tyler will describe his role in the process and how he got the "cross-silo message" out to the corporate movers and shakers.

### **Joel Makower** - Co-founder and Executive Editor of Greener World Media, Inc.

For more than 20 years, Joel Makower has been a well-respected voice on business, the environment, and the bottom line. As a writer, speaker, and strategist on corporate environmental practices, clean technology, and green marketing, he has helped a wide range of companies align environmental responsibility with business success.

### **Don Carli** – EVP Conference, SustainCommWorld

Don is a Senior Research Fellow with the Institute for Sustainable Communication. He has been a leading researcher, author and lecturer in sustainability for the last decade in the U.S. and Europe.

He is also the Sustainability and Technology Editor for Graphic Arts Monthly magazine, Consulting Editor to Actual Grafisk Information in Sweden and a member of the board of the AIGA Center for Sustainable Design.

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**Michael Harrison, Co-President, Timberland**

### **About SustainCommWorld**

SustainCommWorld is focused on educating communication professionals from corporations, institutions and government agencies about how to develop sustainable green workflows and supply chains to lower their carbon footprint.

SustainCommWorld currently produces two major events:

*The Business of Green Media* in cooperation with the Cal Poly Graphic Communication Department and the Graphic Communication Institute at Cal Poly, and *The Green*

*Media Show*, a conference and expo in Boston. SustainCommWorld staff consults with institutions and enterprises around the world on issues related to sustainable communication – the production of sustainable media and the associated business challenges and opportunities that work with the graphic arts community and those involved in media production. Senior executives are frequent speakers at conferences around the world.

To further spread their green message, SustainCommWorld produces a bi-monthly newsletter “**Green Media Newsletter**,” and “**Communicate Green Radio**” a weekly radio show debuting this fall and will be launching soon.

[http://www.sustaincommworld.com/general/about\\_us.asp](http://www.sustaincommworld.com/general/about_us.asp)

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