



NEWS – For Immediate Release

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2008 ETHICMARK® AWARD WINNER TO BE ANNOUNCED AT THE GREEN MEDIA SHOW CONFERENCE & EXPO



News Highlights

- The EthicMark® annual award recognizes outstanding marketing, advertising, public relations campaigns and communications designed to uplift the human spirit and society by utilizing higher standards and "triple bottom line" performance through media focused on the "greenest" technologies
- Dr. Hazel Henderson will appear live at *The Green Media Show Conference & Expo* in Boston via an internet broadcast on the evening of October 1 to announce the Finalist nominations and the winner of this year's award.
- *The Green Media Show Conference & Expo* will host a seven-minute video clip showing of the finalists advertising campaigns during the Opening Night Reception for all attendees and guests.

(Mercer Island, WA – August 21, 2008) Lisa Wellman, CEO of SustainCommWorld, producers of *The Green Media Show Conference & Expo*, announced today that Dr. Hazel Henderson has agreed to announce this year's winner of the EthicMark Award during the opening night reception for the event, October 1 in Boston, MA. The annual award is an emblem that recognizes outstanding marketing, advertising, and public relations campaigns and communications designed to uplift the human spirit and society.

Lisa Wellman Quote

"We are very pleased to host the announcement of this year's EthicMark Award winner. The award's mission aligns with the sustainability goals of SustainCommWorld and the topics that will be discussed at *The Green Media Show Conference & Expo*. Having an internationally recognized group such as Ethical Markets and its leader, Dr. Hazel Henderson, associated with this event underscores the quality of this forum."

Dr. Hazel Henderson Quote

"The EthicMark Award's mission is to foster a transformative shift in the advertising field by demonstrating the power of media campaigns to further the public interest while furthering legitimate private interests. The media has tremendous power to shape social attitudes and values, and therefore to serve as a tool to empower individuals and society to find solutions to

the pressing social, political, and environmental challenges of our times. The EthicMark Award recognizes socially responsible media campaigns by businesses, non-profit organizations, or individuals, using either the old media—print, radio, and television—or the new media—internet, cable, and wireless communications.”

Dr. Henderson is a world-renowned futurist, evolutionary economist, a worldwide syndicated columnist, consultant on sustainable development, and author of *Beyond Globalization*, and seven other books. Her editorials appear in 27 languages and more than 200 newspapers syndicated by InterPress Service. She is a Fellow of the World Business Academy and has served on many boards, including Worldwatch Institute (1975-2001), Calvert Social Investment Fund (1982-2005), Cousteau Society and The New Economics Foundation (London, UK). She is an Honorary Member of the Club of Rome and a Fellow of Britain’s Royal Society for the Arts.

The formal presentation of the award will take place October 13 in San Francisco.

About The Green Media Show Conference & Expo

The two day event will focus on bottom-line solutions to address enterprise communication and sustainability 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. The Conference brings together thought leaders in sustainability with a focus on the graphic communication industry and marketing communications, their supply chains and relevant enterprise stakeholders.

About Ethical Markets

Ethical Markets Media disseminates information on green investing, socially responsible investing, green business, green energy, business ethics news, environmentally friendly technology, good corporate citizenship and sustainable development by making available reports, articles, newsletters and video gathered from around the world.

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 Conference & Expo*, 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.

<http://www.sustaincommworld.com/>

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