



ignition Commits to Deliver Sustainable Marketing for Clients and Events

*International Marketing Agency to Include Green Practices + Green Programming
Following its Ground Breaking Achievements on Live Earth and Blue Planet Run*

ATLANTA – September 27, 2007 – Continuing its unparalleled success in **bringing brands to life around the world**, experiential marketing agency **ignition** has initiated a new series of best practices within its service offerings to promote authentic, environmentally-sustainable operational standards across all internal and client-based marketing efforts.

Standard practices for all **ignition** programs will include a commitment to use products that are safer for the environment where cost and quality are comparable to customary products. Additionally, all agency clients will be provided with budgets that have eco-friendly options, empowering clients to execute their programs with eco-friendly products and processes. Clients will benefit from competitive vendor pricing, established relationships with other environmentally-conscious companies, diverse and viable eco-alternatives to traditional marketing execution, and expertise from premier leaders in the fields of sustainability and environmentally-friendly production.

"At **ignition**, we have always been about making a positive difference in people's lives," said Mike Hersom, recently appointed president at **ignition** who wants to make green practices a cornerstone of his leadership for the agency. "As part of this promise, we need to also make a positive difference in our environment. This is not just about looking to the future, it is about making changes right now, today."

With more than 100 employees in seven offices worldwide, **ignition's** events often include more than 1000 **ignitors** – marketing activation field staff – so the impact of its practices is important to senior management. Quietly put into effect during the summer were mandatory recycling programs, energy efficiency measures, and new policies for travel optimization. Other programs that will soon follow include employee rewards and recognition for sustainable community interaction and on-site office awareness campaigns.

These expanded practices are a natural evolution for the agency and were greatly influenced by two of **ignition's** recent and very successful marketing campaigns: the 2007 Blue Planet Run and the Live Earth concert series held in July. Working with environmental experts, the agency learned environmentally-relevant operational solutions for marketing events such as carbon off-setting, equipment substitutions, renewable materials and natural (non-toxic) collateral alternatives.

"Cause marketing is no longer just about raising dollars and hoping for the best. It's about everybody contributing their expertise to make a positive difference for the world," explained Kevin Wall, founder and executive-producer, Live Earth. "Through **ignition's** recent work on Live Earth, they learned from some of the world's leading environmental experts about what can be done to influence change. That experience and those professionals will now be specialized resources for the agency going forward."

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The 2007 Blue Planet Run, presented by Dow

As the worldwide production team for the 2007 Run, *ignition* traveled through 16 countries across Europe and Asia during the 100-day relay event that began and ended in New York City. Created to raise awareness and funding for safe drinking water, the Run epitomized the grassroots marketing efforts that are a core service of *ignition*. Jin Zidell, founder of the Blue Planet Run Foundation, has characterized the partnership with the agency as pivotal to the success of the inaugural event. "Our collaboration with *ignition* allowed us to capitalize on their tremendous experience in producing and marketing worldwide events. Their ability to deliver a cause-related marketing message on a global stage was so important to us this first year, and we appreciate their incorporation of green practices into their operation."

www.BluePlanetRun.org

Live Earth

A 24-hour, seven continent music festival designed to raise awareness for global warming, Live Earth brought together more than 100 artists and two billion people on 7/7/07 to trigger a global movement to solve the climate crisis. *ignition* was the sponsorship activation partner responsible for implementing all eco-friendly operational infrastructure for the event's sponsors. In addition, the agency worked with MSN, Absolut and Esurance to activate these companies' sponsorships incorporating green best practices.

www.LiveEarth.org

ignition is an experiential marketing agency built on a passion for bringing brands to life around the world. The agency works with its corporate partners to create strategically-focused and relevant brand messages that engage, educate and entertain the consumer. Celebrating a decade of producing the most memorable marketing programs, *ignition* brings brands to life.

Please visit us on the web at www.ignition-inc.com to learn more about our award-winning marketing programs or to schedule a consultation on how to create environmentally sustainable marketing programs using the latest technology and materials, creative program execution, and a global network of green experts and organizations.