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### **IGNITION SIGNS ON FIRST “SUSTAINABILITY DIRECTOR” FOR EXPERIENTIAL MARKETING INDUSTRY**

*Thatcher Young to lead agency’s environmental sustainability efforts;  
Will work with clients to create low- to no-footprint global campaigns, and leave a  
positive impact on the industry as a whole*

ATLANTA, GA – June 24, 2009 – *ignition*, Inc., the experiential marketing agency behind some of the world’s most ambitious live events and campaigns, has appointed the industry’s first Sustainability Director, Thatcher Young to spearhead a robust sustainability program that will see the agency lead the way in working with clients, suppliers, other agencies and NGOs to significantly reduce the environmental impact of global campaigns, tours, and events. In an industry heavily reliant on energy, fuels, and materials, *ignition* is one of the first experiential marketing agencies to fully integrate environmental sustainability across its operations and projects.

Young will manage and bring further efficiencies and partnerships to *ignition’s* already strong sustainability practice area. He will work to educate clients on how to reduce the environmental impact of their campaigns by considering cost-effective travel and material logistics; energy, fuel, and water usage; and waste management to name some of the factors involved. In addition, he will consult with outside companies, NGOs and other agencies that share *ignition’s* commitment to the environment, want to reduce their impact, and recognize the important role that marketing can play in influencing others to live and work sustainably.

“There is too much talk about environmental sustainability in the experiential marketing world, but not enough real action being taken. A high carbon footprint campaign is bad for the planet, and bad for the brands and agencies behind them,” said Mike Hersom, president of *ignition*. “Even as Thatcher helps to accelerate *ignition’s* existing environmental sustainability program, our intention is that he inspires others in this business to get serious about sustainability and develop cost-effective models that encourage clients to come on board. We don’t just see this as a win for *ignition*, but as a win for the experiential marketing industry and its supplier chain as a whole – and not to mention a big win for the planet.”

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Prior to joining *ignition*, Young served as Sustainability Advisor and Sustainability Outreach Manager to the Georgia Department of Natural Resources, where he was a core member of the “Partnership for a Sustainable Georgia” team. In this role, Young worked with companies throughout the state to develop their internal sustainability programs by: proposing plans to reduce facility energy costs and water use; educating their employees about sustainability initiatives; and providing technical assistance in the form of energy audits, sustainability assessments, and a comprehensive Sustainable Office Toolkit.

“Experiential marketing campaigns can be vast endeavors, involving an entire ecosystem of vendors, agency partners, suppliers and often multiple clients,” said Hersom. “A sustainability push from *ignition* at the center of this marketing ecosystem will lead to a greater shared consciousness among our constituents, and series of tangible actions to measurably reduce our industry’s environmental impact.”

Young previously held market research and government relations roles at the Georgia Electric Membership Corporation. He holds a Masters of Public Administration in Natural Resource Management from Georgia State University.

### **About *ignition***

*ignition* is the award-winning experiential marketing agency behind some of the world’s most ambitious and famous events and campaigns: Coca-Cola’s Olympic Torch Relays and FIFA World Cup™ Trophy Tours, the Live Earth concert, and the Blue Planet Run. It is also one of the first agencies to fully integrate environmental sustainability across its operations and projects. With *ignition*, clients deliver measurable brand-building experiences that leave a lasting impression on the communities they touch, without leaving a lasting impact on the planet. Visit *ignition* at [www.ignition-inc.com](http://www.ignition-inc.com)).

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