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IGNITION, INC. JOINS PARTNERSHIP FOR SUSTAINABLE GEORGIA

ignition Commits to Improving Environmental Performance; Recognized by Statewide Environmental Leadership Initiative

ATLANTA, GA – May 8, 2009 – *ignition*, Inc., the award-winning experiential marketing agency behind some of the world’s most ambitious campaigns and events, has joined the Partnership for a Sustainable Georgia, a state-sponsored voluntary environmental leadership initiative. As a Partner, *ignition* will work to improve the state’s current environmental efforts and identify potential cost saving measures, while at the same time helping to protect Georgia’s natural resources.

ignition is not only taking internal steps to reduce its impact on the environment, but also leading an industry-wide initiative to reduce the carbon footprint of the event and sponsorship marketing practice. *ignition* integrates sustainable practices into its clients’ events by minimizing excess packaging, collecting and recycling waste, using recycled materials, designing sustainable collateral for local manufacture, conserving water, using less power, traveling only when necessary and purchasing reputable carbon offsets. Internally, the company has committed to training its employees to embrace a sustainable lifestyle and implement environmentally-friendly marketing campaigns on the ground. The company recycles its waste, reduces its energy and water consumption, and encourages employees to take public transportation or bike to work when possible.

“We believe that any company can implement small changes to help the environment,” said Mike Hersom, president of *ignition*. “The journey starts with taking a look at how a company’s choices impact the environment. We wanted to take our own commitment a step further by getting our partners and clients excited about going green, so it becomes second-nature to them and has a cumulative, positive effect on the planet.”

“We are very proud of our Georgia organizations for leading the way in environmental stewardship,” said Bob Donaghue, director of the Pollution Prevention Assistance Division (P²AD). “They are improving their processes and, at the same time, they are cutting costs — a win-win for both businesses and the environment. The Partnership for a Sustainable Georgia provides the perfect vehicle for making this happen.”

Established in 2004, the Partnership for a Sustainable Georgia fosters environmental leadership and recognizes superior environmental performance. Free and open to any business or organization in Georgia, it includes four Partnership levels to fit the changing goals and environmental initiatives of the participants. When companies join the Partnership for a Sustainable Georgia, they commit to making

specific environmental improvements. By 2007, Partners collectively are expected to reduce water use by over 200 million gallons and cut energy use by over 100 billion BTUs.

“As the Partnership for a Sustainable Georgia grows, we expect to see our Partners make even greater strides toward meeting their environmental goals,” said Donaghue.

The Pollution Prevention Assistance Division is a non-regulatory division of the Georgia Department of Natural Resources. Since 1993, P²AD has provided free, confidential environmental technical assistance in the areas of pollution prevention, resource conservation, waste reduction, by-product reuse and recycling. For more information about P²AD and the Partnership for a Sustainable Georgia, visit www.p2ad.org.

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 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.

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