

Contact:  
Eileen Conway  
Citigate Cunningham  
415-618-8710  
[econway@citigatecunningham.com](mailto:econway@citigatecunningham.com)

## **Citigate Cunningham is Now Certified as a Green Business** *Agency Reduces Power Consumption by 50 Percent*

SAN FRANCISCO — December 3, 2007 — High-tech PR pioneer Citigate Cunningham announced it has become one of the first Bay Area PR agencies to be officially certified green. The agency's headquarter office went through a series of audits by The San Francisco Green Business Program — which included evaluation of water and energy use, equipment, lighting, and cleaning supplies — and passed all with flying colors.

“Who said it’s not easy being green? Not only does ‘going green’ help environmental sustainability, it makes good business sense by improving employee wellness and productivity, and strengthening our bottom line through operating efficiencies,” said Christine Pfendt, Co-CEO of Citigate Cunningham. “Through our recent efforts, we’ve reduced our energy consumption by more than 50 percent and anticipate an increased reduction in the years to come.”

Citigate Cunningham focused on four key areas for its simple, eco-friendly makeover:

- Energy consumption — All servers are virtualized with a localized cooling system, whereby servers are housed in one location enabling significantly lower energy consumption and cost. In addition, all office equipment (e.g., printers, copiers, lights) is set on standard business hours timers.
- Equipment — The kitchen hosts energy star equipment, ceramic/glass dishware and silverware. Faxes, copiers and printers are used on a minimal basis and the paper for each is used for 2-sided printing.
- Waste — All computer equipment is 100 percent recycled through a certified recycling center. Additional waste is minimized by re-using and recycling all paper products, toners, batteries, aluminum and canceling junk mail.

- Awareness — In addition to signage placed throughout the office, eco-friendly email “tips” are sent to employees on a regular basis.

As part of The San Francisco Green Business Program certification process, Citigate Cunningham developed a green business policy statement similar to a two-year pledge. It lists suggested policies for its employees (e.g., Citigate Cunningham pays for employee use of public transit) and future improvements the agency plans to incorporate. Additionally, the agency’s Cambridge, Mass. office is working with The City of Cambridge to become officially certified green.

“As a green business we like to work with like-minded businesses who strive to incorporate practices that improve the environment, said Eileen Conway, Co-CEO of Citigate Cunningham. “Our clients, including BigFix and Sybase, have proven to their customers that their products and services can help reduce ecological footprints.”

In order to become designated as a San Francisco Green Business, a business must be in compliance with all Federal, State and local regulations and implement a minimum number of resource conservation, waste minimization and pollution prevention practices listed on a Green Business Checklist. For more information, please visit: <http://www2.sfenvironment.org/greenbiz/>

### **About Citigate Cunningham**

For more than 20 years, Citigate Cunningham has shaped the technology PR industry, delivering unparalleled competitive advantage to clients by helping them build brand and drive demand. The agency pairs the spirit of Silicon Valley entrepreneurship and deep technology know-how with a gate to key markets around the world, from Europe to Asia. With offices in San Francisco and Boston, Citigate Cunningham is part of the Huntsworth Network, which has leading brands in communications all over the world in 45 offices in 21 countries. To learn more, visit [www.citigatecunningham.com](http://www.citigatecunningham.com).

###