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## **Citigate Cunningham Earns GoGreen Business Award from City of Cambridge**

*Green certified business honored for public transportation subsidy and  
telecommuting program*

CAMBRIDGE, MA – May 22, 2008 – High-tech PR pioneer Citigate Cunningham has once again been lauded for its environmentally conscious efforts, this time by the city of Cambridge, MA.

In ceremonies held recently at Cambridge City Hall, Citigate Cunningham’s Cambridge office received the city’s GoGreen Business Award in the Transportation category. The agency received the award based on its efforts to conserve energy, reduce traffic congestion in the city and curb auto emissions by providing employee subsidies for public transportation and also for having in place a telecommuting/teleconferencing program that allows employees to work from home, thereby reducing on-the-job motor vehicle travel.

“For the past ten years, we have offered to pay 100 percent of train, commuter rail and bus passes for all employees,” said Christine Pfendt, CEO of Citigate Cunningham. “We’ve worked closely with the management company in our building to ensure they provide things such as secure, weatherproof bicycle parking facilities for our employees. We also spearheaded efforts in our building to get the management company to implement facility-wide recycling and other waste-reduction and energy-conservation measures.”

In Citigate Cunningham’s Cambridge office, *all* employees participate in the Mass Bay Transit Authority’s (MBTA) “Charlie Card” program, which is named for the stranded subway passenger made famous in the 1959 Kingston Trio song, “Charlie on the MTA.” However, unlike the song’s title character, who was doomed to remain on the train due to a five-cent rate hike, most of the Cambridge office employees successfully navigate the MBTA trains as their primary mode of work-day transportation, in part due to the incentive of the company’s reimbursement plan.

“It’s our intention to make Citigate Cunningham an extremely employee-friendly and socially responsible work environment and we believe that includes recognizing the high cost of transportation today,” said Pfendt. “We are very pleased so many of our employees have chosen to take advantage of this benefit.”

In addition to winning the GoGreen Business Award in the Transportation category, the agency was also nominated in the Waste and Energy categories for its conservation efforts in those areas.

Citigate Cunningham’s Cambridge office is an official partner of the Cambridge Climate Leader, Cambridge’s current Green program. The agency’s San Francisco office has likewise been lauded for its efforts, having been named a Certified Green Business by San Francisco Green Business.

### **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, operating from 70 principal offices in 31 countries. The group has particular strengths in the consumer, financial, public affairs, integrated healthcare and technology sectors. To learn more, visit [www.citigatecunningham.com](http://www.citigatecunningham.com).