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**ROBERT C. TAPELLA, PUBLIC PRINTER OF THE UNITED STATES, TO KEYNOTE
THE GREEN MEDIA CONFERENCE JUNE 9 IN WASHINGTON, DC**

Tapella to Address the Government Printing Office's Efforts Towards Green, Sustainable Media

Highlights:

1. The impact of the GPO's efforts – and their 2000 affiliate printers - will set a new agenda for the printing industry.
2. Government agencies & independent printers will report their carbon footprint of their business and their products
3. Tapella will outline GPO's plans in his keynote address at *The Green Media Conference*, June 9 in Washington, DC.

MERCER ISLAND, WA – April 9, 2009 – Lisa Wellman, CEO of SustainCommWorld announced today that Robert C. Tapella, Public Printer of the United States, will keynote their event, *The Green Media Conference*, June 9 in Washington, DC at the Marriott Wardman Park Hotel. Mr. Tapella will be discussing the role of the Government Printing Office (GPO) in greening the communications of the federal government, both print and digital. The keynote speaker for the June 23 Chicago conference will be announced shortly.

As the largest printer and buyer of print in the nation, the GPO's approach to tracking its sustainability efforts will have a profound effect on the entire printing industry and throughout its supply chains, a vital element in accounting for the carbon footprint of communications. The role of GPO is evolving with the extensive use of the Internet for publishing and yet, few are tracking the environmental affects of "going digital."

Quote: Don Carli, Conference Chair and Executive Vice President, SustainCommWorld and Sr. Research Fellow at The Institute for Sustainable Communication

"As corporations and government agencies across the world move to green their operations, focus is now being drawn to the way they communicate – print, websites, emails, advertising, brochures, tradeshow and events – all are being scrutinized as the next big area for improvement in sustainability.

"This conference brings together thought leaders in sustainability with a focus on the graphic communication industry and marketing communications, their supply chains and relevant enterprise stakeholders to discuss, challenge, learn and drive implementation of best practices in the greening of media. As Conference Chair, I am gratified to have Bob Tapella as our Keynote Speaker in Washington as he is leading the way for the federal government to change to green sustainable media."

Quote: Robert Tapella, Public Printer of the United States

"Business, government and society-at-large depend on print to a far greater degree than most realize. The Graphic Communications industry faces a great opportunity in crafting the definition of sustainable printing



and communications. There must be a vision for the entire systems lifecycle of what we produce and consume. We all have to consider how we source raw materials, produce products and what happens to the products when consumers are done with them.”

Quote: Lisa Wellman, CEO SustainCommWorld

“The D.C. conference take it’s lead from the Government Printing Office and their aggressive plans to “green” the agency and educate the industry on what can be done. Having their support sends a strong message to all government agencies and their suppliers. This conference is vital for printers, print buyers and business communicators who will be required to comply with sustainability legislation in the years ahead.”

The Green Media Conference is focused on green, sustainable information technologies and communication solutions for the Enterprise, Publishers, Commercial Print and Digital Media Professionals in Fortune 1500 companies, mid-size businesses, communication professionals, printers and federal, state, and local municipalities along with higher education and nonprofit institutions.

With the theme of “Expanding Lean & Green Opportunities,” the conference brings together practitioners, best practices and real world case studies on the production of sustainable media and illustrating how to make money at the same time. Attendees to SustainCommWorld events are communication professionals who need the latest information to make sustainable advertising, printing and web decisions as well as analyze choices for businesses within their supply chains.

For more information on conference program, visit: <http://www.GreenMediaConference.com>

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About SustainCommWorld

SustainCommWorld is focused on educating communication professionals from corporations, institutions and government agencies how to develop sustainable green workflows and supply chains to lower their carbon footprint. SustainCommWorld currently produces major events including *The Business of Green Media Conference* in cooperation with the Cal Poly Graphic Communication Department and the Graphic Communication Institute at Cal Poly, and *The Green Media Conferences*.

SustainCommWorld staff consults with institutions and enterprises on issues related to sustainable communication – the production of sustainable media and the associated business challenges and opportunities that face the graphic arts community, enterprise marketers and those involved in media production. Senior executives are frequent speakers at conferences around the world.

To further spread their green message, SustainCommWorld produces a bi-monthly newsletter *Green Media Newsletter*, *Communicate Green Radio*, a radio show debuting next fall and sponsors *GreenMediaConnect*, a social networking site featuring forums, blogs and resources. For more information visit, <http://www.sustaincommworld.com>