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**FOR IMMEDIATE RELEASE**

## **MEDIA ALERT: HONDO GREEN UNVEILS BIG FOOTPRINT CHALLENGE PARTICIPANTS**

*Austin's Creative Community Bands Together  
to Reduce Environmental Footprint*

**AUSTIN, TX (April 5, 2010)** – When Bigfoot came knocking in early March challenging Austin's creative industry to reduce the environmental impact of day-to-day business, eight outstanding firms took up the biodegradable gauntlet.

**PARTICIPANTS:** First to accept the challenge were the inventive folks at Tocquigny, followed by, in alphabetical order, the imaginative teams at A3 Design, BAH! Design, Kolar Advertising, PetersGroup Public Relations, The Hondo Group, The Whelan Group and Zoom Interactive Marketing.

**WHEN:** The challenge kicks off on Earth Day, April 22, 2010 and runs through Earth Day 2011.

**WHY:** The Big Footprint Challenge invites members of Austin's creative industry to reduce the environmental impact of day-to-day business. Participation in the challenge is free and open to all advertising, public relations, digital, industrial and graphic design firms operating in Austin. Issued by Hondo Green, a full service sustainability and technology firm, the challenge seeks to engage and energize an often overlooked, but critical, component for resource reduction – the small-to-medium-sized business. For the year-long Austin event Hondo Green is offering free use of its revolutionary new software to participating agencies.\*

**ACCESS:** [hondogreen.com/bigfoot](http://hondogreen.com/bigfoot) for more information, contact Courtney Kleefuss at 512.502.5141 or [courtney@hondogreen.com](mailto:courtney@hondogreen.com).

### **About Hondo Green**

Hondo Green, a division of The Hondo Group, is a full-service sustainability firm providing the tools and expertise companies need to effectively manage every aspect of the greening process. Along with the Hondo Green Assessment Tool, Hondo Green offers Responsibility Marketing, Environmental Consulting Services and Event Sustainability Planning.

**NOTE TO EDITORS:** Images and promotional video available at [hondogreen.com/bigfoot/sightings.html](http://hondogreen.com/bigfoot/sightings.html)

\*Free use of the Hondo Green Assessment Tool is limited to the first 20 Austin-based participants only and requires a signed terms of service contract. Please see [hondogreen.com/bigfoot/registration.html](http://hondogreen.com/bigfoot/registration.html) for more information.

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