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FOR IMMEDIATE RELEASE

BIGFOOT SIGHTINGS SPIKE DRAMATICALLY IN AUSTIN – LOOMING ENVIRONMENTAL CHANGE TO BLAME

Cryptozoological Spokes-creature Challenges Austin's Creative Community to Reduce Environmental Footprint

AUSTIN, TX (March 16, 2010) – March 2, 2010 will go down as a record-setting day for Bigfoot sightings in downtown Austin. The mythological creature set aside his reclusive nature to spread the word about a new environmental challenge issued by Hondo Green, a full service sustainability firm.

The challenge, appropriately named 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 open to all advertising, public relations, web, industrial and graphic design firms operating in Austin.

Creative companies participating in this inaugural challenge will engage in a friendly competition to see who can reduce their environmental footprint most over the course of the next year. Registration for the Big Footprint Challenge opened March 2, and the challenge kicks off Earth Day, April 22, 2010. Using Austin as a pilot program, Hondo Green may issue similar challenges in other U.S. cities to include companies outside of the creative industry.

"We want to draw attention to the everyday environmental impact of doing 'business as usual' and be an instrumental part of instituting real and transparent change," says Lynn Balinas, president of Hondo Green. "In the near future, real environmental headway will be lead by the commercial sector. The Big Footprint Challenge seeks to engage and energize an often overlooked, but critical, component in that equation – the small-to-medium-sized business."

The challenge aligns well with Austin's Climate Protection Program goal to make it a leading sustainable city. Small-to-medium sized businesses can have enormous impact on environmental goals, yet before now had no affordable, simple carbon management programs available to them. Numerous enterprise-level carbon management software solutions for large corporations and hundreds of simple carbon calculators exist, but a robust program designed for small-to-mid-sized companies was the missing link. The Hondo Green Assessment Tool (HGAT), released in December 2009, is an incredibly powerful, surprisingly affordable web-based application created to serve this niche. HGAT helps companies manage efforts to reduce environmental impact over time by focusing on five key environmental metrics – energy, materials, travel, waste and water.

For the year-long Austin Big Footprint Challenge, Hondo Green is offering free use of this revolutionary new software to participating agencies.*

Getting the attention of the creative industry's elite is no easy task. To help build awareness of the increasingly urgent issue of reducing environmental impact, Hondo Green contracted Bigfoot as their official "spokes-creature." Invitations to compete in the Big Footprint Challenge were delivered to members of the local creative community by Bigfoot, personally, on March 2.

"Austin has a unique opportunity to show businesses nationwide what can happen when companies band together and work toward a common goal," says Jared Huke, VP Creative. "And what better

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way to encourage participation and draw attention to an increasingly pressing issue than by having a very realistic, 7-foot tall Sasquatch deliver the invitation? The reactions posted on hondogreen.com/bigfoot are nothing short of priceless."

Registration for the Big Footprint Challenge opened March 2, with an official start date of Earth Day, April 22, 2010.

For More Information

To learn more about Hondo Green and the Big Footprint Challenge, visit www.hondogreen.com/bigfoot or contact Courtney Kleefuss at 512.502.5141 or courtney@hondogreen.com.

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About The Hondo Group

The Hondo Group is a marketing services company offering pioneering professional services and unique business planning and assessment tools. Experienced specialists in marketing communications, the Hondo Group is full of imaginative experts who appreciate the importance of an overarching marketing strategy with original creative executions, meticulously formulated to match your needs.

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

*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 for more information.

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