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so2say communications introduces climate-friendly media-buying service for healthcare companies

CoolAd initiative supports organizations that fund projects to reduce CO₂ in the atmosphere

Berlin, Germany – so2say communications Limited, the international healthcare PR agency, has launched the CoolAd campaign. The company has pledged to pass on up to 10% of the direct revenues generated through media buying to organizations which fund projects that reduce CO₂ in the atmosphere, typically by investing in renewable energy and forest restoration. For just EUR 10, a passenger's CO₂ emission by a flight from London to Berlin can be neutralized. Healthcare publications that support so2say's CoolAd campaign will be listed on www.so2say.com, giving companies in the healthcare sector easy access to a directory of climate-friendly media.

"Everybody can help to slow down global warming and it would be wrong to expect only large companies or governments to take action," says Armin Scheuer, so2say's Managing Director. "The CoolAd campaign is designed to offer advertising clients an easy way to take action by simply booking their adverts through so2say communications at no extra cost to them."

Publications reward marketing and PR agencies for booking advertising on behalf of their clients. so2say will pass on up to 10% of these revenues to companies that invest in renewable energy sources such as hydropower, solar energy or biomass to reduce greenhouse gas in the atmosphere. Healthcare publications can also get involved in the CoolAd campaign by transferring a minimum of 1% of the advertising volume booked through so2say to organizations that offset CO₂.

Publications and clients supporting the CoolAd initiative are entitled to use the logo on their websites, thus highlighting the climate-friendliness of their business, which has become an important image factor, as Armin Scheuer explains: "Today's well-informed, highly educated customers expect businesses to take social and environmental responsibility. With the recent alarming UN report on global warming, the urge to become climate friendly has intensified and every business, large or small, will have to take action. The CoolAd campaign is an easy and efficient way to turn words into action."

For just EUR 10, a passenger's CO₂ emission, on a return flight between London, UK, and Berlin, Germany – a total of 540 kg - can be neutralized. By way of comparison: a fridge emits 100 kg of CO₂ per year.

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About so2say communications Limited:

so2say is an international provider of specialized copywriting and PR services for healthcare companies, based in Berlin, Germany. In a marketplace that has become overloaded with information, so2say helps its clients to stand out by communicating complex messages clearly and simply. So2say's operates HealthTech Wire (www.healthtechwire.com) – a centralized source for healthcare technology related news, serving journalists in the USA and Europe. News about the company is available on www.so2say.com.