



## PRESS RELEASE

# SRI in the Rockies Conference Announces Early Bird Registration Cut Off Date: Sept. 28th

## *21st Annual Gathering to Feature Extensive List of Industry Thought Leaders*

**Colorado Springs – September XX, 2010** — SRI in the Rockies, the largest and longest-running conference for the sustainable and responsible investment (SRI) industry in the world, has announced that the [Early Discount Registration Rate](#) ends September 28th.

SRI in the Rockies hosts industry leaders and businesses striving to be good corporate citizens, along with investors, investment professionals, and organizations working to direct the flow of investment capital in transformative ways. This year's conference will be held at the [JW Marriott Hill Country Resort & Spa](#) in San Antonio, November 18–21, 2010.

The 2010 conference, *Responsible Investing in a Changing Financial Landscape* is produced by First Affirmative Financial Network in collaboration with many other organizations within the SRI industry.

“[SRI in the Rockies](#) is widely known for the strength of its agenda and the breadth of its networking opportunities,” said First Affirmative President, Steve Schueth. “In addition, sponsorship is an excellent way for companies and organizations to introduce new services and place new products in front of hundreds of SRI practitioners. We are expecting 650 conference attendees, and I conservatively estimate that well over \$1 trillion will be represented at this year's conference.”

2010 Benefactor level sponsors include:

- Calvert Investments
- Dell
- First Affirmative Financial Network
- Jantzi-Sustainalytics
- MSCI
- Pax World Management
- Social Investment Forum

There are a few choice [Sponsorship Opportunities](#) still available.

To register to attend please go to <http://www.sriintherockies.com/register.jsp>. Early Discounts expire September 28th.

For assistance with sponsorships and registration, please contact Conference Coordinator, Krystala Kalil, at 888-774-2663 / [Krystala@SRIintheRockies.com](mailto:Krystala@SRIintheRockies.com).

#### **ABOUT FIRST AFFIRMATIVE FINANCIAL NETWORK**

First Affirmative Financial Network, LLC ([www.FirstAffirmative.com](http://www.FirstAffirmative.com)) is an independent fee-only Registered Investment Advisor (SEC File #801-56587). The company, which manages about \$635 million in client portfolios, offers consulting and asset management services through a nationwide network of investment professionals who specialize in serving socially conscious investors. First Affirmative produces the annual SRI in the Rockies Conference ([www.SRIintheRockies.com](http://www.SRIintheRockies.com)), the premier conference for the sustainable and responsible investment industry in North America.

#### **MEDIA QUESTIONS**

Mo Shafroth for First Affirmative and SRI in the Rockies: 720-470-3653 / [mshafroth@csg-pr.com](mailto:mshafroth@csg-pr.com)

###