



## PRESS RELEASE

# Green Investing Conference the New Site of the Global EthicMark® Award

### *SRI in the Rockies to host EthicMark® Award Presentation*

**Colorado Springs – November 5, 2010** — SRI in the Rockies, the largest and longest-running conference for the sustainable and responsible investment (SRI) and green investing industry, has announced that the EthicMark® Award will be presented at its 21st annual conference November 18 - 21 at the [JW Marriott Hill Country Resort & Spa](#) in San Antonio, Texas.

World Business Academy Founding President Rinaldo Brutoco will present the 2010 EthicMark® Award. “We are very pleased that SRI in the Rockies will be hosting the 2010 award presentation,” said Rinaldo Brutoco. “SRI in the Rockies has a long track record demonstrating commitment and leadership to ethical, sustainable and responsible investing.”

Founded in 2004 by Hazel Henderson, author of *Ethical Markets: Growing the Green Economy*, the EthicMark® Award recognizes socially responsible media campaigns by businesses, non-profit organizations, or individuals.

The World Business Academy executes the award with the Award's co-sponsors, Ethical Markets Media, LLC, and the University of Notre Dame Mendoza College of Business.

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 honored to be selected as the site of the 2010 EthicMark® Award presentation,” said First Affirmative President, Steve Schueth. “We look forward to a long and productive relationship with the World Business Academy and the EthicMark® Award.”

To register for the SRI in the Rockies Conference, please go to <http://www.sriintherockies.com/register.jsp> or 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 \$670

million in client portfolios, offers consulting and asset management services through a nationwide network of investment professionals who specialize in serving socially conscious investors.

#### **ABOUT THE WORLD BUSINESS ACADEMY**

The World Business Academy is a non-profit business think tank and network of business and thought leaders founded in 1986. Led by its Founding President, Rinaldo Brutoco, the Academy's work and extensive publications address the challenge of innovation and values-driven leadership, renewable energy and climate change, sustainable business strategies, and global reconstruction.

#### **MEDIA QUESTIONS**

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