



## EARLY DISCOUNT RATE EXTENDED TO AUGUST 23RD FOR MAJOR NEW ORLEANS GATHERING OF SRI INDUSTRY

*By Popular Demand, \$100 Registration Savings Held Over in August for SRI in the Rockies  
Event in Louisiana*

**Colorado Springs, CO.///August 15, 2011///**If vacations, the summer heat, and other seasonal distractions have kept you from signing up for the 22nd annual SRI in the Rockies conference—which this year is October 2-5, 2011 in New Orleans—there’s good news: The “advanced” discount registration rate is being extended until August 23rd.

The extension of the lower rate means that attendees can save \$100 before the final \$1,195 rate goes into effect on August 24, 2011. An additional \$65 discount is available for members of the US SIF (formerly the Social Investment Forum), the Social Investment Organization (SIO, Canada), EuroSIF, the Association for Sustainable and Responsible Investment in Asia (ASrIA), and the Responsible Investment Association Australasia. Other discounts are available to organizations that sponsor this premier annual event.

The agenda for the 2011 SRI in the Rockies, the world’s largest and longest running conference for the sustainable and responsible investing (SRI) industry, is now online at <http://sriintherockies.com/2011/agenda.jsp>.

Investors and investment professionals can register for the conference at <http://www.SRIintheRockies.com/register.jsp>. The agenda is available at <http://sriintherockies.com/2011/agenda.jsp>.

### **About the SRI in the Rockies Conference**

The 22nd annual SRI in the Rockies Conference (<http://www.SRIintheRockies.com>) will be held at the Sheraton New Orleans Hotel, October 2–5, 2011. Please contact Krystala Kalil with questions about registration and sponsorship opportunities, at 888-774-2663 or [Krystala@SRIintheRockies.com](mailto:Krystala@SRIintheRockies.com).

### **About First Affirmative Financial Network**

First Affirmative Financial Network, LLC (<http://www.firstaffirmative.com>) produces the annual SRI in the Rockies Conference, the premier gathering of sustainable and responsible investors and investment professionals in North America. First Affirmative is an independent fee-only Registered Investment Advisor (SEC File #801-56587) offering investment consulting and asset management services through a nationwide network of investment professionals who specialize in serving socially conscious investors.

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