



## NEWS RELEASE

# Nike Foundation and Liberty Mutual Win Global EthicMark® Advertising Awards

*Awards Presented at 22nd Annual SRI in the Rockies Conference Held in New Orleans; “Fracking” Video Gets Honorable Mention*

**New Orleans, LA. -- October 3, 2011 --** The Nike Foundation and Liberty Mutual Insurance have been named winners of 2011 EthicMark® Awards for advertising that “uplifts the human spirit and society.”

Rinaldo Brutoco, founding president of the World Business Academy, which is home to the annual EthicMark Awards, announced the winners at the 22nd annual SRI in the Rockies Conference in New Orleans last night.

Founded in 2004 by Hazel Henderson, the annual EthicMark Award is co-sponsored by her company, Ethical Markets, LLC; the University of Notre Dame Mendoza College of Business; and the World Business Academy. The Award is presented at the annual [SRI in the Rockies Conference](#), the premier annual event for investors and investment professionals who work with money in more positive, healthy, transformative ways.

“[Responsibility: Doing the Right Thing](#),” created for Liberty Mutual by Hill Holliday, won in the for-profit category for an ad that fosters discussion about what it means to do the right thing. Paul Alexander, Liberty Mutual vice president for communications, said, “We are delighted to receive the EthicMark Award. The Responsibility Project has given us an outlet to expand our relationships with our customers while establishing a genuine dialogue about personal responsibility and what it means to ‘do the right thing.’”

“[The Girl Effect: The Clock is Ticking](#),” created for Nike Foundation by Wieden + Kennedy, won in the not-for-profit category, for its potent message that “given the chance, 250 million adolescent girls in developing countries can unleash the world’s greatest untapped solution to poverty.” Nike Foundation Marketing Director Emily Brew, the driving creative force behind the video, accepted the Award on behalf of the Girl Effect. “Investing in girls is not just the right thing to do, but the smart thing to do. When girls succeed, so do their families and national economies. And we couldn’t be more pleased that this group of business experts are recognizing that,” said Brew.

Several other media campaigns won honorable mention:

- “[My Water’s on Fire Tonight \(The Fracking Song\)](#)” an educational campaign about the process of hydraulic fracturing in the pursuit of natural gas, by Studio 20 at New York University;
- “[What is Moxy Vote?](#)” a campaign to mobilize retail investors by simplifying and improving the proxy voting process;
- “[The Lottery of Life](#),” a campaign of Save the Children Sweden that asks the public to imagine being born in the shoes of someone less fortunate;
- “[One percent story](#),” about a global movement of over 1300 companies that donate 1 percent of their sales to environmental organizations; and
- “[\(RED\) The Lazarus Effect Campaign: 40 Cents](#),” a campaign to raise awareness about the low cost of life-saving AIDS medications.

Patrick Murphy, Award co-chair and professor of marketing at the Notre Dame business school, said, “The two winning campaigns are impressive examples of organizations that not only develop socially responsible advertising but also make an organizational commitment to sustained ethical practices.”

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

The World Business Academy (<http://www.worldbusiness.org>) 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.

#### **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 \$700 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 SRI in the Rockies Conference ([www.SRIintheRockies.com](http://www.SRIintheRockies.com)).

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