GREEN WAVE 2007

- GLOBAL CLIMATE CHANGE
  - **Supreme Court Decision: EPA must act**
  - **Al Gore's "An Inconvenient Truth" wins Oscar**
  - Exxon Mobil, Ford CEOs admit global warming is real, man-made
  - stopglobalwaming.org Cheryl Crow bus tour
  - Branson pledges $3Bln to fight climate change ('06)
  - TXU buyout plan cuts 8 coal fired power plants
- Earth Day 2007
  - Major Events
    - NYC
    - DC
    - Chicago
  - earthday.gov
  - earthday.net
  - Newsday: "Alive on campus"
  - 100s of small events
- Advertising
  - **Wal-Mart Sustainability-Earth Week multi-media campaign**
  - The Home Depot Eco Labeling
  - GEs "Ecomagination"
  - Toyota's "Environmentology"
  - Citi, Lexus sponsorships
  - Green Mountain Energy "Enjoy the Flick"
- Online
  - Earth Day Google icon-melting iceberg
  - Dell's Plant A Tree for Me
- Magazine
  - April Green Issue
    - Vanity Fair
    - Elle
    - Newsweek
    - BrandWeek
    - Austin Monthly
  - New Env. Magazines
    - Plenty magazine
    - Good magazine
  - **Fortune's "top 10 green giants"**
- Radio
  - NPR-"Climate connections" 1 yr series
  - Living on Earth
- Newspaper
  - NY Times: "On climate change beat, doubt gives way to certainty"
  - Wall Street Journal: "China signs on to tackle global-warming issues" (4/12)
  - USA TODAY: "Going Green" interactive home environmental tips
  - Hundreds of related news stories in major dailies
- TV news, programs
  - **Oprah "Green Tips 4/20"**
  - Sundance Channel "Green" series
  - Discovery Channel/Earth channel
  - ABC 20/20 2hr special 4/20
  - ABC Nightline 4/20
  - Martha Stewart Living 4/19
  - The View 4/19
  - Ellen Degeneres Show 4/20
  - Weather Channel "Forecast Earth"
  - CBS News w/Katie Couric: Notebook-Global Warming 4/23
  - CW/CBS/Warer Bros. deal 4/23
  - **CNN: Michael Dell & his company go green 3/8**
- enviromedia SOCIAL MARKETING — Change starts here.
  - **10th Anniversary 2/10/07**
  - 4 Regional Addys, incl. "Best of Show," nation's best boater safety campaign (Nobody's Waterproof), 2 Silver Spur PR awards-WATER IQ: Know Your Water
  - New corp client: TetraPak USA
  - Proprietary US market research on consumer awareness of energy and water