



EcoMedia®



**FOR IMMEDIATE RELEASE**  
**March 18, 2009**

**Contacts:**

*For EcoMedia:*

Amy Kaske | 917-842-0889 | [akaske@digcommunications.com](mailto:akaske@digcommunications.com)  
Sarah Douglass | 646-287-3203 | [sarah@ecozonemedia.com](mailto:sarah@ecozonemedia.com)

*For CBS:*

Shannon Jacobs | 212-975-3161 | [SLJacobs@cbs.com](mailto:SLJacobs@cbs.com)

## **Everett M. Dirksen Middle School Wins Green School Makeover**

*Grand prize is awarded as part of CBS & EcoZone's Green My School Contest*

Calumet City, IL (March 18, 2009) – EcoMedia, a leading environmental media company, and CBS Corporation today announced the winner of their Green My School Contest. In a ceremony hosted by Suburban Cook County Regional Superintendent Dr. Charles Flowers, it was announced that Everett M. Dirksen Middle School will be awarded the grand prize “green makeover” that will be overseen by a green schools professional and approved by the Suburban Cook County Regional Office of Education. Potential projects could include energy efficient lighting, improvements to the heating and cooling systems, a green roof and internal and external green upgrades. Over \$100,000 in products and services will be spent in Suburban Cook County on the grand prize green makeover for Dirksen Middle School, in addition to a sustainable environmental program for all participating schools.

Dirksen Middle School's contest submission was chosen as the grand prize winner by a committee consisting of members of EcoMedia's Advisory Board that includes U.S. Green Building Council, National Oceanic and Atmospheric Administration, EPA/Energy Star, Waterkeeper Alliance, city and school officials and corporate sponsors. According to the committee, Dirksen Middle School's submission demonstrated the best overall creative response to the question, “What does it mean to be green?”

“We're excited for Dirksen Middle School and all of our contest finalists,” said Dr. Charles Flowers. “All of the submissions were truly impressive and demonstrated our students' and staffs' commitment to the preservation of our environment, and we're proud to continue to foster this dedication to green initiatives in our communities.”

“We want to thank everyone who is participating in this year's Green My School Contest,” said Paul Polizzotto, Founder and CEO of EcoMedia. “When you call on the imaginations of children to help solve our biggest problems, it is truly amazing the creativity and passion that transpires.”

“We are pleased with the level of participation and hope this effort will help increase environmental awareness with students across the country, while also challenging them to explore concrete ways to improve our environment,” said Leslie Moonves, President and Chief Executive Officer, CBS Corporation. “We look forward to helping Dirksen Middle School become a model green school for the community.”

The Cook County grand prize makeover will be funded by “sustainable media” sponsorships from a cross-section of public and private partners including TCP, Interface FLOR, Microsoft, and local partner, The

Plumbing Council of Chicagoland, as well as federal agencies. In addition, potential project partnerships might include Illinois Clean Energy, Whirligig, EcoSmart Markers, Waterless Urinals, Green Roof Blocks, American Clay Enterprises and Green Sugar Press. The Green My School Contest is just one example of EcoMedia's EcoZone program that uses sponsorship dollars to help fund energy efficiency and solar projects in public schools and buildings across the country.

Recently, EcoMedia and CBS awarded winning schools in Miami and San Francisco. Last month, Rosa Parks Elementary School won the grand prize in San Francisco's Green My Schools contest. Just last week, Miami Northwestern Senior High School won the grand prize for their city as well.

"These students are a shining example of how education about environmental responsibility can inspire creative, real-world solutions for more sustainable, energy efficient schools," said Ellis Yan, CEO, TCP, Inc., official lighting sponsor. "We're excited to be a part of the effort to reward their hard work and commitment to the environment."

"Becoming environmentally aware at an early age is a benefit that these students will have as they continue their scholastic and career paths," said Jack Dunnigan, Assistant Administrator for NOAA. "Now is the time to make a difference, and participation in the Green My School contest clearly allows students to take ownership of their own present and future environmental responsibilities."

"These creative young people represent the future of environmental protection in America," said Mike Zatz, Manager of the U.S. Environmental Protection Agency's ENERGY STAR Commercial Buildings Program. "We look forward to working with Dirksen Middle School students and staff to improve the energy efficiency of their place of learning, and hope that these improvements continue to inspire their environmental stewardship."

"The Plumbing Council of Chicagoland is proud to support EcoMedia in their efforts to help green Suburban Cook County schools," said Dan McLaughlin, Executive Director of the Plumbing Council of Chicagoland.

"Green schools are a powerful demonstration of our commitment to our children's future," said Rick Fedrizzi, President, CEO and Founding Chair of the U.S. Green Building Council, "and it's the best way to show the next generation how we can all make a difference in this world. We are excited for Dirksen Middle School and hope their creativity and that of all our finalists can be used to influence the media and local governments to deliver measurable, meaningful improvements for our environment and the students of our nation."

EcoMedia is the proud recipient of the 2009 U.S. Conference of Mayors Award of Excellence for public-private partnership. The Green Schools initiative is another clear example of how EcoMedia's innovative business model has created a new advertising category, "sustainable media." These media buys actually fund energy efficiency and solar projects and technologies that lead to measurable environmental improvements in communities around the nation. Now, the procurement of media by leading corporations can also benefit the communities where their products and services are sold.

### **About EcoMedia**

EcoMedia is the world's premier environmental media company, dedicated to innovative marketing and media programs that reach target consumers while generating the resources to help the public tackle critical environmental challenges. Founded in 2002, EcoMedia and its partners CBS and Worldwide Pants, offer clients world-class advertising assets and content that fulfills their marketing objectives while

connecting their advertising to concrete environmental initiatives across the country through the EcoZone Program. Up to fifty percent of each sponsor's media spend goes toward funding measurable efforts by local governments to improve the environment. Examples of EcoZone initiatives have included solar panel installations and lighting retrofits in public buildings, as well as runoff water filtration installations, all funded by sponsor media spends. All projects are approved and overseen by the EcoMedia Advisory Board, made up of environmental leaders such as EPA's Energy Star and the U.S. Green Building Council, in cooperation with mayors and other local officials. The company's latest program is the CBS & EcoZone Green Schools Initiative. Visit [www.ecozonemedia.com](http://www.ecozonemedia.com) for more information about EcoMedia, the EcoZone Program and the CBS & EcoZone Green Schools Initiative.

### **About CBS Corporation**

CBS Corporation is a mass media company with constituent parts that reach back to the beginnings of the broadcast industry, as well as newer businesses that operate on the leading edge of the media industry. The Company, through its many and varied operations, combines broad reach with well-positioned local businesses, all of which provide it with an extensive distribution network by which it serves audiences and advertisers in all 50 states and key international markets. It has operations in virtually every field of media and entertainment, including broadcast television (CBS and The CW – a joint venture between CBS Corporation and Warner Bros. Entertainment), cable television (Showtime and CBS College Sports Network), local television (CBS Television Stations), television production and syndication (CBS Paramount Network Television and CBS Television Distribution), radio (CBS Radio), advertising on out-of-home media (CBS Outdoor), publishing (Simon & Schuster), interactive media (CBS Interactive), music (CBS Records), licensing and merchandising (CBS Consumer Products), video/DVD (CBS Home Entertainment), in-store media (CBS Outernet) and motion pictures (CBS Films). For more information, log on to [www.cbscorporation.com](http://www.cbscorporation.com).

###