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Rosa Parks Elementary School Wins Green School Makeover

Grand prize is awarded as part of CBS & EcoZone's Green Schools Initiative

San Francisco, CA (January 23, 2009) – EcoMedia, a leading environmental media company, and CBS Corporation today announced the winner of their Green Schools Initiative. In a ceremony hosted by San Francisco Mayor Gavin Newsom, it was announced that Rosa Parks Elementary School will be awarded the grand prize “green makeover” that will be overseen by a green schools professional and approved by the San Francisco Unified School District. Potential projects could include energy efficient lighting, solar and wind projects, a green roof and internal and external green upgrades. San Francisco Unified School District will receive the grand prize green makeover for Rosa Parks and a sustainable environmental program valued at approximately \$250,000 in products and services.

The contest submission by Rosa Parks Elementary was chosen by a committee consisting of members of EcoMedia’s Advisory Board that including 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, Rosa Park’s submission demonstrated the best overall mix of creative responses to the question, “What does it mean to be green?”

“We’re excited for Rosa Parks and all of our contest finalists,” said Mayor Gavin Newsom. “After witnessing the submissions from schools all across the San Francisco Unified School District, it’s clear that environmental responsibility is a priority to our youth, and with the help of CBS and EcoMedia, we’re happy to help them realize their dreams.”

“We want to thank everyone who participated in this year’s Green Schools Initiative,” said Paul Polizzotto, Founder and CEO of EcoMedia. “When you unlock the imagination of children to help solve our biggest problems, it is truly amazing the doors it is able to open.”

“We are proud of everyone who participated 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 Rosa Parks become a model green school for the community.”

The grand prize makeover will be funded by EcoMedia “sustainable media” sponsorships from a cross-section of public and private partners including, Pacific Gas and Electric Company, Microsoft, TCP, O Organics as well as federal agencies. The Green Schools Initiative is just one example of EcoMedia’s programs that use sponsorship dollars to help fund energy efficiency and solar projects in public schools and buildings across the country.

In addition to San Francisco, the Green Schools Initiative will soon award grand prizes to winning schools in Miami and Chicago’s Cook County.

“It’s clear the students of the participating schools are acutely aware of the need to protect the environment,” said Nancy McFadden, Senior Vice President Public Affairs of PG&E. “We are extremely impressed by these students and educators creativity and we look forward to helping bring their vision to life.”

“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.”

“We are thrilled to provide the highest quality organic products today at Rosa Parks Elementary,” said Alex Petrov, Leader of the Better Living Brands Alliance and President of Lucerne Foods. “O Organics has a strong commitment to promoting health and wellness through education, and each step we make toward creating a healthier learning environment encourages this mission.”

“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 Rosa Parks Elementary students and staff to improve the energy efficiency of their place of learning, and hope that these improvements continue to inspire their environmental stewardship.”

“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 Rosa Parks elementary 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 delivers 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. Approximately \$250,000 is planned to be spent in each participating region as part of this Green Schools Initiative. Visit 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.

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