

FOR IMMEDIATE RELEASE
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**MEDIA ALERT: BROAD RANGE OF AUSTIN GREEN BUSINESS LEADERS & COMPANIES
PRESENTING AT GOGREEN '12 AUSTIN, APRIL 4 AT AUSTIN MUSIC HALL**

March 28, 2012 (Austin, Texas) —The message from GoGreen Austin is clear: Businesses of any size and industry can succeed in the green economy, and they can learn valuable lessons on how to do so at the second annual sustainable business conference, Wednesday, April 4 at Austin Music Hall.

WHO

Business leaders and decision-makers interested in learning how to be successful at sustainability

WHAT

GoGreen '12 Austin is a one-day professional conference focused on building the business case for investment in corporate sustainability and driving the green economy in the Central Texas region.

WHEN

Wednesday, April 4, 2012

8:30 – 5:30 p.m. Main Program

5:30 – 6:30 p.m. Networking Cocktail Reception

WHERE

Austin Music Hall

208 Nueces, Austin, TX 78701

HIGHLIGHTS

Keynotes Panel: Led by Texas Tribune Founder & Editor-In-Chief, **Evan Smith**, the Texas Sustainability Leaders Forum also features **Trisa Thompson**, Vice President of Corporate Responsibility, Dell Inc.; **Cris Eugster**, Executive Vice President and Chief Sustainability Officer, CPS Energy; and **Trennis Jones**, Senior Vice President, Chief Administrative Officer and Corporate Responsibility Officer, Seton Healthcare Family.

Local & Regional Business Diversity: Over 50 green business leaders from regionally and locally based companies and organizations will share strategic insights, visionary advice and tactical knowledge for successfully executing sustainability in a business setting. The City of Austin and Texas Gas Service support the conference as Title and Presenting Sponsors.

Focus on Building the Business Case: Many sessions will focus on building the business case for sustainability in areas like securing financing, increasing energy efficiency, cutting costs via waste management, economic development, organizational change and tightening the supply chain.

INFO/TICKETS

www.austin.gogreenconference.net

Tickets are available for purchase online until 5 p.m., Tuesday, April 3, 2012. On-Site Registration opens at 7:30 a.m., Wednesday, April 4, 2012.

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About GoGreen Conference

The GoGreen Conference is a one-day sustainability conference for business professionals. Featuring regionally targeted panel sessions and statewide sustainable business leaders, GoGreen provides actionable steps for businesses looking to green their organizations with profitability in mind.

About Social Enterprises, Inc.

Social Enterprises is a Portland-based events services firm, specializing in the planning, promotion and execution of high-level events for non-profit, social cause, and sustainability-focused organizations. The Social Enterprises team is committed to enacting positive change and enhancing communities by driving the development of cutting-edge sustainability and social responsibility initiatives. More information on Social Enterprises events and mission can be found at socialenterprises.net.