

FOR IMMEDIATE RELEASE

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## MEDIA ALERT

### **BUSINESS, GOVERNMENT AND ENVIRONMENTAL COMMUNITIES CONVERGE AT GOGREEN PHOENIX, THURSDAY DEC.6 AT PHOENIX CONVENTION CENTER**

**Dec. 3, 2012 (PHOENIX)** — Regional stakeholders will converge at **GoGreen Phoenix, Thursday, Dec. 6**, for a day of solutions, collaboration, dialogue and strategic insights focused on building the business case and catalyzing sustainability as an economic driver in a state hit hard by the recent economic recession.

Much has changed since the GoGreen Conference made its debut in the Valley in November 2011. Intense national elections and a new mayor in Phoenix reflect a complex, evolving political climate; and still shifting economic sands have made clearer the financial, environmental and social impact of sustainability practices on both enterprise and government operations. **Organizations of all sizes, sectors and industries are aggressively looking for ways to work smarter and with less impact** — indeed consumers and constituents alike demand it.

Renowned business and government leaders will present keys to their success in sustainability at GoGreen Phoenix via a platform of workshops, keynotes, plenaries and resource galleries. Attendees will also get ample opportunity to connect and collaborate with each other through networking breaks and a hosted reception sponsored by Arizona State University's Global Institute of Sustainability.

WHAT GoGreen Phoenix 2012

WHEN Thursday, Dec. 6, 2012

WHERE Phoenix Convention Center, West Building

WHY Sustainable practices are powerful and indispensable tools for navigating the tumultuous waters of today's economy and solving our climate woes. The GoGreen mission is to empower participants with strategies, tools and connections to green their organizations with profitability in mind.

KEYNOTES **Greg Stanton**, Mayor of Phoenix  
**Derrick Hall**, President & CEO, Arizona Diamondbacks  
**Nick Barham**, Global Director, Wieden+Kennedy Tomorrow

HIGHLIGHTS **Arizona C-Suite Plenary**: Making The Business Case for Sustainability  
**Mayors Challenge**: Urban Sustainable Development Solutions  
**Discussion Forum**: The Role of Policy in Driving Responsible Business  
**Make Money by Doing Good**: Designing A Triple Bottom Line Enterprise  
**City of Phoenix Eco-Hub**: Advice & Incentives For Businesses Going Green  
**APS 360° Showcase**: Ask-An-Expert On Energy Consumption & Efficiency

**Event Details**

GoGreen Phoenix, brought to you by **the city of Phoenix** and presented by **Arizona Public Service (APS)**, takes place Thursday, Dec. 6, 2012 at Phoenix Convention Center's West Building, first floor (100 N Third St, Phoenix, Ariz.). More information and tickets are available at [phoenix.gogreenconference.net](http://phoenix.gogreenconference.net). Single Full Admission tickets are \$150 and Group Rate Full Admission tickets are \$125 (groups of two or more).

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**About GoGreen Conference**

The GoGreen Conference is a sustainability learning experience for business and government decision-makers. Featuring regionally targeted content and recognized leaders from the community, GoGreen works across industry silos to foster peer-to-peer learning and collaborative solutions. Our mission is to empower attendees with the sustainability strategies, tools and connections to green their organizations with profitability in mind. Learn more at [www.gogreenconference.net](http://www.gogreenconference.net).