



PRESS RELEASE

Gravitas to cut carbon emissions in 2010

Gravitas Public Relations pledged to "walk the green walk" by cutting carbon emissions by 10 per cent in 2010.

It has signed up to the national 10:10 campaign to help improve the quality of life for people and the planet - a core belief at Gravitas.

Members of the team took to the streets of London for the 50,000-strong Climate Change March, ahead of the Copenhagen summit. Dressed in blue to create a wave around Westminster, it challenged the government to take emergency action on climate.

Senior Account Manager Andy Rea said: "It's clear that efforts to address climate change are being stepped up around the world, not just by individuals and organisations but by governments.

"By being as green as possible, while promoting the environmental credentials of our client-base, we aim to strengthen the link between green business and commercial goals, as we believe this pushes green business further up the boardroom agenda."

"We are environmental PR realists who aim to make a difference, help clients to make the right choices and tell their story well."

The Gravitas green PR track-record extends from the Environment Agency to PHS Waste Management, and spans property developers, recycling initiatives, aviation, charities and city farms.

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