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FOR IMMEDIATE RELEASE

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GOTCHADESIGN’s Earth Day Poster chosen by Keep Athens-Clarke County Beautiful for Green School Program

Atlanta, GA – July 2, 2010 - **GOTCHADESIGN**, of Atlanta, GA, is an environmentally conscious design & marketing firm that creates and implements compelling advertising, design and marketing solutions in print, presentation and interactive. GOTCHA’s 2010 Earth Day Poster was selected by the Keep Athens-Clarke County Beautiful, a local affiliate of Keep Georgia Beautiful program to honor accomplished schools in their Green School Program. The program is designed to work with environmental education and improvement efforts that focus on conservation, preservation and beautification of our environment. For more about the program visit: <http://www.KeepAthensBeautiful.org/Programs/GreenSchools.html>.

Stacey Farrell, Executive Director of Keep Athens-Clarke County Beautiful (KACCB) states, “I was immediately taken by Gotcha’s 2010 Earth Day Poster as the design itself was able to capture so many of the environmental education objectives we try to teach through our county-wide Green Schools Program. The design is innovative, attractive, informative, and above all encourages environmentally responsible behaviors. We are thrilled to be able to share this progressive design with our Green classroom teachers!”

GOTCHA DESIGN is an environmentally conscious graphic design firm offering brand assessment + application across all media.

GOTCHA DESIGN specializes in creating a substantial brand presence for businesses, organizations, municipalities and universities, while considering the need to mitigate our ecological footprint. **GOTCHA** offers green guidance for print (ecologically responsible paper selection and relationships with FSC certified printers) as well as suggestions for wind powered ISP providers and responsible e-sends. Let **GOTCHA** help “grow your brand green”.

For more information about **GOTCHA DESIGN**, contact Michelle Brutto at 404.636.2483.

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Design for sustainability. It's our responsibility.