



design & marketing  
solutions  
for  
[print]  
[presentation]  
[interactive]

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**FOR IMMEDIATE RELEASE**

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**GOTCHADESIGN** announces ‘HOLIDAY in JULY’ greeting card promotion.

Atlanta, GA – July 25, 2010 - GOTCHA has kicked off a ‘HOLIDAY in JULY’ greeting card campaign promoting the use of environmentally friendly print or ecards for the upcoming holiday season. The campaign kick off consisted of an email blast accompanied by a print postcard mailer. The postcard was printed on Wausau Royal Fiber - an FSC paper with mixed sources.

The promotion encourages the use of fsc papers and printers for print versions of cards and design of the cards for online broadcast in place of print cards to save trees.

WHAT IS FSC CERTIFICATION?

FSC Certification ensures that the pulp to make paper only comes from a responsibly managed, sustainable forest. It means that no rainforest or old-growth timber is ever used. And it means that indigenous people and wildlife habitats were protected among other things. Annual third-party audits ensure the following:

- \* Timber comes from a forest that meets proper forestry practices.
- \* The producer that turns timber into pulp is accredited to properly source and harvest it.
- \* The manufacturer who turns the pulp into paper is monitored for properly purchasing the pulp and for following the proper manufacturing and marketing criteria.
- \* The merchant who purchases and resells the paper is certified for properly managing and tracking the paper.
- \* The printer who turns the paper into printed communications is authorized by auditing bodies to provide the final certification.

**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.*