



EcoMotion — *The Power of the Increment*SM

FOR IMMEDIATE RELEASE

Contact: Virginia Nicols, Corporate & Community Relations, EcoMotion
(949) 450-7153, vnicols@ecomotion.us

Irvine, CA August 9, 2010

**Fisher College Contracts with EcoMotion for Campus “Greening” Services
EcoMotion uses 3-step process to focus student, staff and administrative efforts**

After several rounds of discussion, Fisher College has entered into a nine-month contract with the Campus Services Division of EcoMotion for turnkey environmental services.

“We met EcoMotion, and were impressed by the professionalism and good sense represented by their process,” said Melinda Cook, Chief of Staff at the College. “Their initial recommendations are sound, and their services are affordable. We are eager to have the benefit of EcoMotion’s energy and guidance as we start working on our new, greener Fisher profile.”

Fisher College, located in downtown Boston just blocks from the waterfront, is typical of many colleges today. While focusing on providing a wide range of courses leading to baccalaureate degrees, associate’s degrees, plus certificates for both traditional-age and continuing education students, it wants to add a new component to campus culture – a focus on sustainability and the environment.

“Campuses today want to ‘go green,’” said EcoMotion President Ted Flanigan. “They are pushed to do so by the requirements of their own facilities, by pressure from students, alumni, trustees, even government policy -- and because they are committed educators. However, many of them have no comprehensive plan for doing so. EcoMotion’s goal is to provide that plan and get meaningful action started.”

EcoMotion’s signature three-step process involves gathering input from all sectors of the campus, coming up with a list of preliminary recommendations, and then working with the campus to set priorities for the coming months. The process is managed by a dedicated Campus Services Coordinator. All recommendations are considered in terms of their cost, their money-saving potential and their ability to attract and retain students.

At Fisher, plans are underway to capture energy savings in facilities management, engage students in a number of on-campus activities, including competitions, and provide positive public relations to enhance the college’s reputation. Campus-wide emails are already going out as a first step under the direction of North-East Coordinator Sierra Flanigan.

EcoMotion is in the midst of introducing its three-step process to a number of schools in Rhode Island, Massachusetts and New York. Headquartered in Irvine, CA, EcoMotion delivers cost-effective greening solutions to cities, corporations and campuses, applying communications and technical expertise to help clients define and achieve their goals.

###