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Citigate Cunningham Earns Stevie Award as Best Environmental Stewardship Program for 2008

CEO leads efforts on two coasts to promote green offices

SAN FRANCISCO, CA & CAMBRIDGE, MA — March 17, 2009 — The Stevie Awards for Women in Business has honored [high-tech PR](#) pioneer Citigate Cunningham as the Best Environmental Stewardship Program for 2008 during ceremonies held in New York City.

The Stevie Award was presented to Citigate for its efforts to “go green” under the leadership of CEO [Christine Pfendt](#). In 2008, Pfendt led efforts in the San Francisco office to attain the [Certified Green Business](#) status conveyed by San Francisco Green Business. The process required the company to pass a rigorous series of audits including an evaluation of the company’s water and energy use, equipment, lighting, and cleaning supplies. In addition to “in-house” endeavors, Pfendt also successfully encouraged the 25-floor building to adopt Pacific Gas and Electric’s (PG&E) Demand Response Program, which offers incentives for business owners who curtail their facility's energy use during times of peak demand.

Pfendt’s efforts were not limited to Citigate’s San Francisco office. She also spearheaded an effort to compel Equity Office Properties Trust, Cambridge’s largest property owner, which operates the building where Citigate’s Cambridge office is located, to go green. In August 2008, Citigate’s home office building, along with several other properties in downtown Cambridge, achieved Leadership in Energy and Environmental Design (LEED) recognition for the existing buildings green certification program.

“At Citigate, we recognize the economic benefits of reducing our company’s energy consumption by fifty percent and we anticipate an even greater reduction in years to come,” said Pfendt. “Beyond energy consumption, we also have committed to maintaining green compliance on the day-to-day operational level, which includes distributing checklists to all employees about green habits and weekly calendar notices reminding employees to shut

off their power strips and empty their paper recycle bins into the larger recycle bins.”

In addition to the Stevie Award and the Certified Green Business recognition, Citigate has received numerous awards for its green efforts, including the Cambridge’s 2008 “[Go Green Business Award](#)” in the Transportation category. The Cambridge office earned the award based on its 100-percent participation in the Mass Bay Transit Authority’s (MBTA) “Charlie Card” public transportation program. The award led to a mention of Citigate’s efforts to curtail employees’ use of their cars in an August article in the *New York Times* titled, “The New Workplace Perk: Gas.” The agency was also nominated for Go Green Business Awards in the Waste and Energy categories for its conservation efforts in those areas.

“I believe that our green efforts are not only good for business but also good for recruiting,” said Pfendt. “We use the company’s green status as a way to attract like-minded employees and it definitely seems to be catching on as employees have taken these efforts to heart and have made them regular practice. Our efforts have even spread outside of the agency as other companies have looked to us for guidance on achieving their own green certifications.”

About Citigate Cunningham

For more than 20 years, Citigate Cunningham has shaped the technology PR industry, delivering unparalleled competitive advantage to clients by helping them build brand and drive demand. The agency pairs the spirit of Silicon Valley entrepreneurship and deep technology know-how with a gate to key markets around the world, from Europe to Asia. With offices in San Francisco and Boston, Citigate Cunningham is part of the Huntsworth Network, which has leading brands in communications all over the world in 45 offices in 21 countries. To learn more, visit www.citigatecunningham.com.

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.