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GIFTS FOR GREEN MEETINGS

**“THINK ECOLOGICALLY”
WEARABLES AND ACCESSORIES HELP SPREAD THE WORD**

T-shirts, Totes & Water Bottles Priced \$10-\$20

PENSACOLA, FLORIDA (January 12, 2009) – As the community of action-oriented people, companies and communities who are willing to take personal responsibility for creating a more sustainable world grows, so does the desire for affordable wearables and accessories that advertise your company’s commitment to making a difference. **Music as Message** announces the launch of its new “Think Ecologically™” online catalog with affordable wearables and gifts that can be customized with a custom message. Featuring a simple “Reduce, Reuse, Recycle” message, items in the catalog are priced at \$10-20. www.thinkecologically.com

“By making small changes in our individual behaviors we can collectively improve the quality of our communities and most importantly the quality of the world our children will inherit.” said Ross Orenstein, **Music as Message** co-founder. **Music as Message** delivers motivating messages to schools and communities through fun characters and music. The sale of “Think Ecologically” gifts benefit ThinkEcoKids.org, a noncommercial education site where “Eco” the Butterfly teaches kids the three R’s: reduce, reuse and recycle.

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“Think Ecologically™ products are designed to help spread a simple message,” said Mona Amodeo, co-founder of **Music as Message**. “And, the products can be customized with a corporate or community message. These are great products for green meeting planners to consider.” The initial launch includes Eco friendly t-shirts, reusable shopping bags and water bottles with the Think Ecologically logo. Products in development include an Activity Book and CD using the Eco the Butterfly character.

Eco the Butterfly™ lent his knowledge about the environment to the American Advertising Federation 4th District (Florida and the Caribbean) for their Public Service Campaign this year. You can learn more about the campaign at www.thinkecologically.com/pscampaign.php.

In addition to Eco the Butterfly and the Think Ecologically products, the Music as Message cast of characters include Safety Ape for injury prevention, Hearty for childhood obesity and various other customized projects. Music as Message is also an official licensee of the National Crime Prevention Council and writes music for McGruff the Crime Dog.

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