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## **FOR IMMEDIATE RELEASE**

### **Bowman Design Group Wins CoolCalifornia “Small Business of the Year” Award *California Air Resources Board Recognizes Firm’s Sustainability Achievements***

December 2, 2009 – Signal Hill, CA – Bowman Design Group has earned a “Small Business of the Year” award for its green initiatives which resulted in slashing the firm’s greenhouse gas emissions by 65% in just two years. The CoolCalifornia Small Business Award Program, in its inaugural year, is administered by the California Air Resources Board.

Judges selected Bowman Design Group for its comprehensive green business plan, awarding just five “Small Business of the Year” awards to a field of over 120 entries. "Companies like Bowman Design Group are climate leaders in California," says La Ronda Bowen, ARB's Small Business Ombudsman. "By taking common-sense actions to save energy and reduce waste they show millions of other small businesses how to reduce their carbon footprint -- and save money."

Tom Bowman, president of Bowman Design Group, points out that the firm’s sustainability efforts paid for themselves in less than two years and produce ongoing financial benefits as well, with annual savings of about \$5,000. Bowman says that reducing emissions does not require exotic technology or expensive consultants. “The business case for going green is stronger than most business owners think. For many small companies reducing emissions simply means eliminating the wasted energy that we take for granted and pay for every day,” says Bowman.

The CoolCalifornia Awards Ceremony will be held December 2, 2009, in Sacramento, California.

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Los Angeles-based **Bowman Design Group** translates complex ideas into engaging stories. The results are unique and memorable exhibitions, events, multimedia, and print communications for corporations, museums, and other institutions. Clients include the National Academy of Sciences and Scripps Institution (in collaboration with Ed Hackley), Florida Crystals, Domino Specialty Foods, Northrop Grumman, Kid City (The Children’s Museum of Tampa), and the FIFA World Cup. Learn more at [www.bowmandesigngroup.com](http://www.bowmandesigngroup.com).

**Bowman Global Change** helps organizations make sustainable transformations. Combining the expertise of renowned scientists, behavioral scientists, and business and government leaders, Bowman Global Change facilitates transitions through education, analysis, planning, communication, and consulting projects. The company is lead by Tom Bowman, an expert in green business, who has contributed his expertise to the National Oceanic and Atmospheric Administration, Centers for Disease Control and Prevention, the American Public Health Association, and numerous exhibit industry groups. Bowman contributes a monthly “Ask Mr. Green” column to EXHIBITOR Online. Contact Bowman Global Change at 562.494.3400 or at [www.bowmanglobalchange.com](http://www.bowmanglobalchange.com).

