

## The Green Apple is a golden one for CURB



As recognition for hard work championing the cause of Natural Media, CURB was thrilled to be given a Green Apple at the House of Commons on 16th November 2009. **CURB** was pleased (in fact we're thrilled to bits) to have been given the prestigious honour of being awarded a Green Apple award for 'Environmental Best Practice.'

It's all thanks to a hugely successful Snow-Tagging campaign, which generated the equivalent of nearly half a million pounds worth of publicity overall. We were given a Golden Apple for our campaign, which involved stamping the extreme logo in the snow in high-footfall spots throughout Central London.

Paul Gosling, Curb's 'Business Photosynthesizer' and all-round Natural Media nut had the pleasure of being invited to the official Green Apple Awards in Westminster itself. Attended by a wide range of senior members of the construction and manufacturing industries, CURB's own activities stood out a mile, as the only company to work exclusively with Natural Media, as well as providing an impactful and highly memorable form of advertising.

Paul was presented with a gold green apple award, first place in the Service Industries category, and the award is now proudly on display in the CURB office. Thanks to some very unusual forms of Creative media coming up in 2010, we plan to add a few more to it in the next few months. Watch this space!

For images of this hugely successful campaign please follow this link:  
<http://www.curbmedia.com/what-weve-done-extreme.asp>

### Notes to Editors:

Curb Media are a Natural Media company, offering global agencies and brands effective and sustainable mediums as a viable alternative to traditional advertising. Founded a little over 18 months ago, the company has grown from a basement to a multi national operation with 4 offices around the world. CURB has already worked with some of the biggest brands and agencies across Europe producing award winning campaigns that have generated press all over the world. For more

details about CURB and the natural media we use to create, engaging and innovative campaigns that work, please don't hesitate to get in touch with any of the Curb team on 0207 631 2021.

We try our best to avoid printing things out and using trees and ink and all that nonsense. If we ever print documents we promise to use recycled paper and dispose of it responsibly. Please try and do the same!