



gen e

Who Is EMA?

The Environmental Media Association (EMA), was founded in 1989 as a non-profit organization with the simple but powerful concept that through music, television and film, the entire entertainment community could influence the environmental awareness of millions.

How Does EMA Influence People?

Through their high-powered Board and industry friends, EMA is able to weave environmental messages within entertainment programming and utilizes “celebrity” for positive role modeling, which has a profound effect on how the public receives environmental information.

EMA puts the public in touch with Hollywood’s most in-demand environmentalists through:

- 🌍 EMA Awards – Since 1991, the EMA Awards have been the only program solely devoted to celebrating the entertainment industry’s environmental efforts. Televised on the E! Channel and the BBC.
- 🌍 EMA E! Golden Green Party (post-Golden Globes) – Green carpet and gift bag opportunities
- 🌍 Green Power Baby Shower
- 🌍 Young Hollywood Salons
- 🌍 Numerous Hollywood Green events

Who Works With EMA?

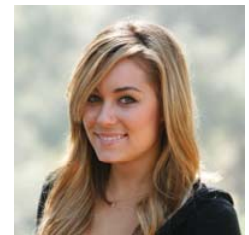
Board of Directors such as: Alan Horn (President and COO of Warner Bros.), Kevin Reilly (President of Fox Entertainment), DJ AM and actress Amy Smart.

Celebrities include: Rosario Dawson, Lauren Conrad, Sienna Miller, Melissa Joan Hart, Cameron Diaz, Pierce Brosnan, Nicole Richie, Maroon 5, Wilmer Valderrama and Jennifer Love Hewitt

Licensing Opportunities:

- 🌍 Apparel & Accessories
- 🌍 Publishing
- 🌍 Office Supplies
- 🌍 Housewares & Domestics

ema-online.org



ActiiiLicensing.com
Julie Dyer / jdyer@actiii.com / Ph. 310.385.4087
Aviva Rosenthal / aviva@actiii.com / Ph. 310.385.4018

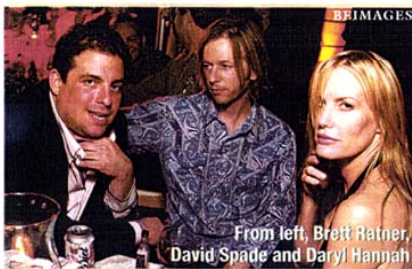
Co-Marketing Opportunities for Retailers and Licensees

- EMA can help promote products with their roster of celebrities and assist in product launches, parties and events with celebrity co-hosts
- Licensees will have co-marketing and advertising opportunities to highlight products at EMA's Media Awards which is televised worldwide on E! Entertainment Television and BBC International
- Gift bag and sponsorship opportunities for licensees at EMA's Golden Globe Party and other events
- Gain top-level meetings with industry heavy-weights to promote products at EMA Board Meetings
- Co-branding utilizing EMA's Green Seal



about town

events that have people talking



<< PLANET HUGGERS

During the 12th annual Environmental Media Awards ceremony Thursday, it seemed as though planet-hugging was a juggernaut that would take over Hollywood, if only because death eventually knocks even directors out of their gas-guzzlers. Take the case of Bruce Paltrow, the late husband of longtime environmentalist and honoree Blythe Danner. Danner's enthusiasm infected

the recently departed Paltrow, who loved driving an electric car — but still found it difficult to part with his Mercedes.

"He said he'd get rid of it soon," Danner sweetly told an audience of 700 people at the Wilshire Ebell Theatre in Los Angeles. "Now, he has."

During the afterparty, revelers roamed the venue's cavernous halls and filled their Toyota-supplied gift bags with samples from such usual suspects as Whole Foods Markets, Organic Style magazine and Aveda. Honoree Jeffrey Katzenberg, Amy Smart and Wendie Malick also attended the event, which raised \$600,000. — Irene Lacher



FORTUNE

May 28, 2007

THE HIDDEN HYBRID PR COUP

Wonder why hybrids have taken over Hollywood? A little-known group named EMA helped make them a must for the planet-first crowd. —S.Z.C.

THERE'S A REASON you may be considering buying a gas-electric hybrid vehicle—besides wanting to help the environment or visit the gas station less frequently. Your hybrid awareness is a direct result of what is arguably the most audacious and impressive marketing/product-placement coup in memory.

Toyota/Lexus has consistently, cleverly, and tirelessly spent an estimated \$100,000,000 to make "hybrid" a household word. The Japanese juggernaut (which just surpassed GM in global sales to grab the No. 1 spot) has a secret weapon: a small but powerful nonprofit organization, the Environmental Media Association. Based in Los Angeles, EMA is single-handedly responsible for getting droves of celebrities into Toyota hybrids. EMA also played a key role in placing the top execs at the major Hollywood agencies—William Morris, CAA, Endeavor, and ICM—behind the wheels of hybrids.

EMA's board is an entertainment industry who's who: Pierce Brosnan, Blythe Danner, Ted Turner, and DJ AM, among 52 others. NBC Entertainment president Kevin Reilly (left, with his Prius) and William Morris CEO Jim Wiatt (right, with his Saturn Vue hybrid) are just two of the industry heavyweights that are preaching green. "Other than ego," says Reilly, "there's no reason to drive anything else."



GREEN GIANTS

WHEN HOLLYWOOD'S top names get behind a cause, the trickle-down effect can be huge. NBC Entertainment president Kevin Reilly (left, with his Prius) and William Morris CEO Jim Wiatt (right, with his Saturn Vue hybrid) are just two of the industry heavyweights that are preaching green. "Other than ego," says Reilly, "there's no reason to drive anything else."