



Earth Day 2008

TRANS WORLD MARKETING CELEBRATES THE EARTH WITH THEIR GREEN COMMITMENT

Release



EAST RUTHERFORD NJ USA – On April 22, TWM celebrated Earth Day by planting a white pine tree on the North side of its headquarter building in East Rutherford, NJ. The event commenced with opening remarks from the President, Bill Carafello, who creatively named the new tree “TED,” in honor of *Trans World Earth Day*. Following the ceremony, the participants gathered for a TWM-sponsored Earth Day Fair where they were offered informational posters, on line games, planting tips along with samples of homemade compost, organic snacks and earth-friendly grocery bags.

TWM is deeply committed to raising awareness of environmental issues and aims to position itself as a leader in the new green economy. In 2007, Trans World established the Green Committee, an initiative comprised of volunteer employees who seek to implement corporate initiatives that create economies of scale and protect the environment. Through the continuing efforts of the Green Committee, TWM will embrace corporate wide strategies, implement initiatives and integrate Green standards along with their clients, vendors and associates.



ABOUT TRANS WORLD MARKETING



Trans World Marketing, established in 1966, is a strategic, consultative designer and manufacturer of retail displays, fixtures, brand shops and store environments. We specialize in working with brand marketers, retailers and their agencies to create and implement targeted retail marketing programs that resonate with consumers, communicate brand values and drive sales. Trans World Marketing is a six-time POPAI Display-of-the-Year award winner.

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