

4/22/08

FOR IMMEDIATE RELEASE

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SAN FRANCISCO, CA. RL | A ECO Communications Completes “Business Toolkit” Media Package for Financial Services Industry Group, NACHA.

RL | A ECO worked with financial services industry standards group NACHA (The National Automated Clearing House Association), and Wells Fargo Bank to create the concept, services, distributed media kits, program video, and flash elements for the national PayItGreen™ campaign. PayItGreen is a program initiated by NACHA, that links specific environmental benefits to a reduction in the use of paper checks, such as the amount of paper saved, number of trees conserved, amount of wastewater reduced, gallons of gas not used, etc.

The “Business Toolkit” portal provides the communications tools and program information for download by member banks including CITI, Wells Fargo, CapitalOne, ConEd, Bank of America, Wachovia and others, encouraging significant conservation of resources through adopting and applying electronic financial services across large organizations. The breakthrough study, commissioned from Dove Consulting links simple actions—paying bills and making deposits on-line, to specific, tangible conservation metrics, in detail down to the number of board feet of timber not cut.

“We felt like the content and, in fact, the very reason for the existence of the program--the real world savings, should be put front and center. The PayItGreen program is an example of how the worldwide web is helping to supplant less environmentally friendly industries with ones that are more sustainable, says Robert Lundahl, executive producer and RL | A principal.

RL | A ECO consulted with Wells Fargo project manager, Sarah Hall, in developing the scope and implementation of the web portal, and the rich media and video elements, including 4 animated Flash Movies and “PayItGreen, the Movie.”

Simple, witty and engaging, “PayItGreen, the Movie” charms employees, managers and executives alike, while it delivers hard evidence of resources saved from quantifiable actions that are easy and simple for most people to accomplish. Visit www.payitgreen.org/business.

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