



FOR IMMEDIATE RELEASE:

JB Cumberland PR Forms Green Specialty Division Broadens Capabilities & Expertise to Meet New Media Demands

New York City – January 12, 2009 – In response to the growing needs of clients and media demand for reliable and trustworthy green information – and prompted by successful, award-winning campaigns – **JB Cumberland PR** (JBC PR) establishes **JBCPRgreen**, a specialty division dedicated to locating, promoting and supporting contemporary organic style, earth-friendly brands and sustainability initiatives, as well as eco-lifestyle trends.

The recently launched green division works for all current and future JBC PR clients of all shades of green by keeping them ahead of the eco-marketing curve. JBC PR leverages decades of marketing and public relations expertise to build buzz and business – effectively and expeditiously!.

“One of the most notable benefits enabling us to give green initiatives and brands an edge is our in-depth understanding of what will work, both with the media and the target audience,” says Joanna Cumberland, President of JB Cumberland Public Relations.

In 2008 ReisenThel®, an established German accessories company, joined forces with JB Cumberland PR to launch their line of bags in the US market. Recognizing a niche for reusable bags in the US as an eco-friendly alternative to plastic, JBC PR used its green division to focus its campaign (*Platinum LACP Magellan Award-winner, 2008*) on positioning the bags as eco-chic.

As a product launch for ZeroWater, the first comprehensive gravity fed water filtration system, JBC PR used its green division’s capabilities and expertise to gather a panel of experts around the theme “(How) Can We Go Back to Tap?” This award-winning event (*Silver LACP Magellan, 2008*) resulted in broad media coverage ranging from The Wall Street Journal and Good Morning America to TreeHugger.com and NBC’s Green is Universal.

JBCPRgreen’s mission is to dynamically sell sustainability to consumers and create dynamic sales for our clients. By doing so, JBCPR progresses both their financial success and the sustainability of the planet.

About JB Cumberland PR (JBCPR)

JB Cumberland PR has been providing outstanding Public Relations for consumer products since 1985, offering results-oriented, strategic public relations and marketing capabilities to increase sales, shape brand image and create market share - driving **sales and profitability** and increasing brand awareness for our clients. As a result of all these years of providing quality products and information to the press, JBCPR has established one of the most effective media networks in the country. “*We strive to do the best job possible for our clients and have a great time doing it!*”