

## **2010 International CES Renews Commitment to be Worlds Largest Environmentally-Friendly Tradeshow**

The Consumer Electronics Association (CEA) announced major plans to reduce the carbon footprint of the 2010 International CES® through a partnership with EarthEra and the implementation of sustainable and energy efficient solutions. Owned and produced by CEA, the 2010 International CES, the world's largest tradeshow for consumer technology, is scheduled January 7-10, 2010 in Las Vegas, Nevada.

“Every citizen must take personal responsibility for the environment, and the International CES must ensure we are doing more good than harm when it comes to the environment in general and carbon emissions specifically,” said Gary Shapiro, president and CEO, CEA. “We estimate that CES saves attendees about a billion miles because they don't have to travel around the world for meetings. And to magnify our positive impact, we have creatively partnered to produce the world's largest environmentally sustainable trade event.”

CEA is reducing its carbon footprint by partnering with EarthEra, the official Clean Energy Partner for the 2010 CES. EarthEra will issue green e-certified renewable energy certificates from their wind energy sources to offset electricity and carbon emissions affiliated with the International CES, including all show facilities and hotel rooms.

CEA has also donated \$50,000 to the Las Vegas Metropolitan Police Department, Convention Center Area Command, to purchase T-3 Motion electric vehicles and accessories. Electric police vehicles will reduce use of fossil fuel powered vehicles and help the environment, the police and the local community.

“The Las Vegas Metropolitan Police Department is excited to partner with CEA in deploying 'green' environmentally-friendly vehicles as part of our tourist corridor policing plan,” said Capt. Charles Hank, Las Vegas Metropolitan Police Department, Convention Center Area Command. “ We feel the addition of the electric vehicles funded by CEA will assist us in helping us strive to achieve our Vision – ‘To be the safest community in America’ as well as the ‘Safest Tourist destination in the World.’”

CES vendors and facilities are also adopting environmentally sustainable practices. The Las Vegas Convention Center (LVCC), which participates in the Environmental Protection Agency's (EPA) WasteWise Program, will recycle exhibit hall and meeting room materials during all phases of show activity; The Venetian, which houses high-performance audio exhibits at this year's show, received silver-certification by the U.S. Green Building Council's Leadership in Energy and Environmental Design

(LEED); Aramark, uses biodegradable utensils and napkins and purchases organic or locally sourced products; and GES runs 95 percent of all show contracting equipment on clean, natural gas and will install recycled carpet in CES areas such as registration, TechZones and CE Spotlights.

The 2010 International CES show floor will include the Sustainable Planet Spotlight, located in the LVCC, North Hall. More than 30 companies will be on display in the Sustainable Planet, featuring the latest technologies including advances in green building, alternative energy technologies and smart grid technologies. Additionally, CNET will host a panel on the Sustainable Planet Stage titled, " Making Electronics Greener One Consumer at a Time," at 2 p.m., Friday, January 8.

The 2010 CES will feature more than 2,500 exhibitors and an expected 110,000 attendees from 140 countries. As the launch pad of new technology, the 2010 International CES will showcase some 20,000 new products across 30 different technology categories. Also known for its diverse and compelling conference programs, the 2010 CES will offer more than 250 conferences with 800 industry experts as speakers.

For more news about the greening of the 2010 International CES, visit [www.CESweb.org/green](http://www.CESweb.org/green) [1]. Journalists are encouraged to arrive in Las Vegas by Tuesday, January 5, to take advantage of all the CES press events, including CES Unveiled from 4-7 p.m. on January 5.

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[1] <http://www.cesweb.org/green>