

Discover Brilliant Conference Hosts First Ever Green Tie Gala

For Immediate Release

Leaders in Sustainability Put Away Their Black-ties and Pull Out Green Ones

Seattle, WA, September 5, 2007- On the evening of September 18th at the Sheraton Seattle, pioneers in clean technology, green technology and climate solutions will gather at the first annual Green Tie Gala & Brilliant Awards as part of the Discover Brilliant Conference (www.discoverbrilliant.com). Hosted by Athena Media Group and the Generation BE Foundation, the Green Tie Gala will focus on building a legacy for future generations through sustainable practices.

As part of the evening, the Brilliant Awards will be presented by students who are winners of the "BE" Brilliant Essay Contest. This event features provocative thoughts by today's pioneers and tomorrow's leaders including a speech from the Foundation for the Future Deputy Director and a comedy performance by a "stand-up economist." The Gala will be hosted by John Bruce, green designer on the new television show, *The Ecozone Project*.

"This Gala will be a night to be entertained and inspired about what is possible when we work together to build a legacy for the next generation." said P.S. Reilly, Conference Chair of Discover Brilliant.

In keeping part with the theme of building a legacy, a large focus of the night will be on the next generation, Generation BE. Over the summer, the Generation BE Foundation held a regional essay contest for students in the Pacific Northwest and Western Canada. Winners of the essay will receive a \$1000 scholarship and attend the Green Tie Gala to read excerpts from their essays and serve as Brilliant Awards presenters.

The Brilliant Awards honor companies that have successfully generated more value with less impact for shareholders, stakeholders, and constituents. Specifically, Discover Brilliant will award leaders in the areas of Buildings, Business, Utilities, Communities and Transportation.

John Bruce, former designer of *While you Were Out* and current green designer on *The Eco Zone Project*, the television show hosted by Daisy Fuentes will serve as the Green Tie Gala Master of Ceremonies. Apart from designing on television shows, Bruce is also a co-founder of Super Interesting LLC a multi-disciplinary architecture and design practice firm.

The Green Tie Gala is about celebration and entertainment. Sesh Velamoor, Deputy Director of Foundation for the Future will talk about world-wide efforts to develop knowledge in order to assist society into moving toward a sustainable future. The Foundation for the Future was established with the mission to increase and diffuse knowledge concerning the long-term future of humanity. To add a little humor to the evening, Yorum Bauman, PhD in environmental economics, professor at University of Washington and the Bainbridge Graduate Institute and well-known "stand-up economist" will look at sustainability and leaving a legacy from a lighter viewpoint.

Individual tickets for the Gala are available for \$225 as well as full table sponsorships which are \$2500 and seat ten. More information can be found at www.discoverbrilliant.com/gala.php.

The Green Tie Gala is part of the Discover Brilliant International Conference and Expo (www.discoverbrilliant.com). Discover Brilliant 2007, September 17-19, is an international conference and exposition examining innovations and approaches that generate more value, while reducing waste and environmental impacts. The event focuses on leading ideas and examples that are more economically valuable, environmentally sound, stable and secure.

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Athena Media Group and The Athena Institute are based in Kirkland, Washington and focus on the deployment and diffusion of smart and green innovation solutions through research, events, consulting and market development activities. Athena is dedicated to promoting Brilliant solutions that are cost effective, enhance the environment, and provide security and stability for businesses, buildings, utilities, transportation and communities. Interested parties are encouraged to visit www.discoverbrilliant.com for more information about the conference platform.

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