



FOR IMMEDIATE RELEASE

5280 BECOMES ONE OF THE NATION'S GREENEST MAGAZINES

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(Denver) – Effective with its April 2007 issue, *5280* Magazine will become one of the nation's greenest magazines when it begins printing on 30-percent post-consumer recycled paper – paper that has been discarded as waste by the consumer and used again to generate new paper.

“When we put together our Green Guide (March 2007) we examined our own environmental footprint and knew that we could do better,” said Daniel Brogan, editor and publisher of *5280*. “While we’ve been printing on 10-percent post-consumer recycled paper for more than a decade, our shift to a more environmentally responsible paper makes us a leader in our industry.”

About 95 percent of American magazines contain no recycled paper at all, including the majority of the leading national publications, according to Co-Op America, a non-profit organization that works with publishers to improve their environmental efforts.

5280's new paper stock is made with 30-percent post-consumer waste and is 100-percent certified by the Forest Stewardship Council, an international organization devoted to the responsible management of the world's forests. The new paper is designed to optimize forest conservation without sacrificing paper quality.

According to estimates provided by the Environmental Defense Paper Calculator (www.papercalculator.org), *5280*'s switch will save 2,520 trees annually. And because recycling requires far less energy than milling newly cut trees into paper, the energy savings will also be enough to power 19 homes for a year while reducing carbon dioxide emissions by an amount equal to taking 25 cars off the road.

Brogan added that a focus on sustainability fits with *5280*'s corporate values. “*5280* has always been a good corporate citizen and we're proud to add another layer to our corporate social responsibility by taking actionable steps to respect and preserve the environment.”

About 5280

5280: Denver's Mile High Magazine is the essential guide to local issues, dining, recreation, and living well in the Mile-High City. First published in July 1993, the magazine delivers award-winning content and is the largest local or regional magazine produced in Colorado with a total distribution of more than 80,000. Visit 5280.com

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