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## **OTTMAN NAMED 2005 ENVIRONMENTAL CHAMPION**

Jacquelyn Ottman has joined New York Governor George Pataki, Robert Kennedy, Jr. and others as members of Interiors and Sources magazine's list of Environmental Champions for 2005.

The list is comprised of high-profile activists, policy-makers and business people such as Ms. Ottman as well as unsung heroes in the environmental movement.

In naming Ottman an Environmental Champion, Interiors and Sources magazine cited Ottman's book — *Green Marketing: Opportunity for Innovation*, and her firm's newsletter, *The Ottman Report on Marketing and Eco-Innovation* for their "ability to help clients reinvent their businesses and develop effective green marketing strategies by adopting eco-design for innovation and competitive advantage."

Ms. Ottman's firm, J.Ottman Consulting, Inc., has been consulting with leading corporations, including GE, IBM, and Pitney-Bowes and the U.S. EPA's Energy Star label in the areas of environmental marketing strategy and eco-innovation for over sixteen years.

Interiors and Sources also recognized Ottman for spearheading the **Design:Green** educational initiative in eco-design, that "utilizes experiential training to educate companies on how best to compete in a global marketplace that satisfies consumers' increasing preferences for green products."

To find out how J.Ottman Consulting can drive eco-innovative thought and action into your business or organization visit us at [www.greenmarketing.com](http://www.greenmarketing.com).

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