



НАЙ-ЗЕЛЕНИТЕ КОМПАНИИ
В БЪЛГАРИЯ 2010

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**RELEASE TO MEDIA OUTLETS
AND PARTNERS**



interpartners
ADVERTISING ET CETERA

Interpartners Advertising Agency receives its first prize as acknowledgement for sustainable green practices at an official ceremony in Park Inn Hotel, Sofia, on June 30.

The organizers from **b2b Media** awarded ten winners in the contest „**Bulgaria's Greenest Companies 2010**”. Close to 300 Bulgarian companies joined the green chart which is the first of its kind locally. Of them 30 were nominated in the total of ten categories. Interpartners Advertising Agency won the prize in the category Media, Communications & PR.

Winners have been selected by an international expert jury including Stephan W. Schmidt-Marx - geographer and economist, Borislav Stefanov – CEO of Bulgaria Invest Agency, Zlatina Loudjeva – managing director of Transparency in Construction Sector Initiative and manager at PriceWaterHouseCoopers, Keith Dalrymple – CEO of Dalrymple Finance and Valentin Marinov - b2b Media CEO.

“We are very happy indeed that the Interpartners team was given the chance of sharing with others its green practices through this contest. It is a challenge to make clear green practices in businesses not involved in making material products. At our agency we take green commitments in two directions – involving all of us as a team in our day-to-day environment at work on the one hand, and in the context of a range of corporate responsibility causes on the other. I am delighted to see among the contest’s finalists former and current clients of Interpartners from the banking sector and from the high-tech one. The Green Idea is linked to quite real and highly responsible commitments of the Bulgarian businesses – not only with a view to the environment that we work in, but also in terms of clean and loyal business practices. Let us hope that more green companies will emerge from among Bulgaria’s businesses”, said Katya Dimitrova, managing partner at Interpartners.

Other finalists include Xella Bulgaria, DSK Bank, Aurubis, Overgas etc.

Notes to editors:

ABOUT INTERPARTNERS: Interpartners was among the first advertising agencies to emerge in Bulgaria offering integrated communications solutions. It anticipates its 20th anniversary of market presence due next year. The agency's lines of business take three main directions: advertising (under the brand Interpartners), public relations and special events (InterImage), as well as solutions for online campaigns and direct marketing. The agency has strong experience in a range of spheres including banks and financial institutions, public administration, automotive, retail chains, real estate, FMCG, cosmetics, confectionery – working for both global brands and for daring and active Bulgarian entrepreneurs.

About B2B Media: B2B Media Group unites several information websites, a print and online magazine. It provides the umbrella for the following brands: b2bnews.bg, b2b magazine, b2b newsletter and biolife.bg.