



News Release

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EMDR International Association Launches Go Green Program *Association encourages its members to decrease their Carbon Footprint*

AUSTIN, Texas, December 4, 2008 - EMDR International Association (EMDRIA) announced its Go Green Program this week, which is designed to make EMDRIA a more environmentally responsible organization by January 2009. The program, which was put into motion in November, includes new green commitments made by the EMDRIA staff, as well as initiatives for EMDRIA members.

"The EMDRIA staff is very excited about the new Go Green Program. Everyday we are looking for new ways to eliminate waste, and we are working hard to develop new greener business practices, which we plan to begin implementing immediately, and continue throughout the coming years," said Scott Blech, CAE, Executive Director of EMDRIA.

As part of the Go Green Program, EMDRIA will begin printing all of its publications, brochures and mass mailings on paper that is certified by the Forest Stewardship Council, meaning that the product is from well-managed forests that minimize habitat destruction, pollution, and violence against local individuals and animals.

Regardless of the origin and content of the paper used by an organization, decreasing the quantity used is still the most crucial aspect of reducing an organization's carbon footprint. EMDRIA is taking the first step in this area by decreasing the number of mailings they send each year through an increase in electronic communications.

"Most of our paper usage comes from our publications, which we mail to members. As part of the Go Green Program, we are now offering members the option to receive all of our printed publications in high-quality electronic versions instead of hard copies. This will not only dramatically decrease the amount of paper we use, but it will prevent the gasoline emissions created when these publications are shipped cross-country. If even half of our membership chose these greener options, the results would be monumental," said Whitney Hanson, Publications & Communications Coordinator of EMDRIA.

Members are also encouraged to conduct all of their transactions, including membership renewals, product orders and certification applications, using the online forms that can be found at www.emdria.org. EMDRIA even securely accepts debit cards to prevent the need for paper checks.

In addition, EMDRIA is working to expand its Go Green Program to encompass their biggest event of the year, the EMDRIA Annual Conference.

“The Annual Conference offers us a great opportunity to get our members involved in our Go Green Program! Our goal is to make these events as green as possible. We are researching green hotels for future events, and we are incorporating this new awareness of the environment and pollution into our planning for this year’s Conference in Atlanta as well,” said Shira Pisner, Event Planner of EMDRIA.

To get the ball rolling on the Go Green Program, the EMDRIA staff recently implemented a new EMDRIA Recycles Program - in addition to collecting the copy paper that their office building recycles, EMDRIA staff are collecting plastic bottles, aluminum cans, and other recyclable materials and delivering them to off-site recycling pickup locations. The staff has also started a collective effort to minimize the organization’s toner and paper usage by increasing electronic filing and is committed to the reduction of electricity and water usage, all of which will help to reduce the amount of waste EMDRIA generates.

“We are proud of our efforts to make EMDRIA a more eco-friendly organization. We hope that our members will choose to participate in this program so that together we can make a difference!” said Blech.

For more information about the EMDRIA Go Green Program, please visit www.emdria.org.

About EMDR International Association

EMDR International Association (EMDRIA) is a professional association of more than 4,000 EMDR-trained therapists and researchers devoted to promoting the highest standards of excellence and integrity in EMDR practice, research and education for the public good. EMDR, which stands for Eye Movement Desensitization and Reprocessing, is an accepted psychotherapy by leading mental health organizations throughout the world. For more information on EMDRIA or EMDR, please visit www.emdria.org.