



Contact: Holly Sternberger
Baker Creative
E-mail: info@baker-creative.com
Phone: (614) 836-3845
Cell: (614) 481-5477

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Baker Creative Accepted in the Designers Accord

This week Baker Creative, a Columbus area marketing communications firm, strengthened its commitment to environmentally sound business practices by joining the Designers Accord.

Consisting of more than 100,000 members in 100 countries, the Designers Accord is a community of designers, engineers, consultants, researchers, marketing professionals and educational institutions dedicated to sharing ideas, resources and experiences to tackle environmental issues.

“We're inclined to be green not just because it's fashionable, but because it's good business, smart business, and the right thing to do,” said Michele Baker Cuthbert, creative director and principal at Baker Creative.

The agency is committed to doing business in ways that will not compromise the ability of future generations to meet their own needs while enabling clients to grow their brands at the same time.

The Designers Accord is endorsed by leading professional associations: American Institute of Graphic Arts (AIGA), Industrial Designers Society of America (IDSA), Cumulus, and Design Management Institute (DMI)

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About Baker Creative

Baker Creative brings more than 30 years of marketing communications and management to the Columbus Market, providing advertising, public relations and Web-based solutions to a variety of consumer and business-to-business clients nationally. For more information please visit: www.baker-creative.com.

