

**News Release**

FOR IMMEDIATE RELEASE



**Contact:**

Debbie Nelson  
DNA Creative Communications, LLC  
864.235.0959

**Debbie Nelson to Present at City of Greenville's Businesses in Action Conference**

Greenville, S.C. (April 21, 2010)—Debbie Nelson, principal at DNA Creative Communications, will present at the City of Greenville's Business in Action Conference on May 27, 2010. Nelson will discuss green marketing practices along with a panel with other local experts.

The Businesses in Action Conference is a one day comprehensive conference to provide businesses, institutions, nonprofits and organizations with innovative and cost effective ways to go green. The purpose of this conference is to educate the community how to conserve resources, save energy and how to do its part in protecting South Carolina's environment.

In addition to the green marketing panel, other sessions and workshops will include information on waste reduction and recycling, green cleaning, green landscaping and site design, green building, carbon footprinting as well as green services and utility conservation. The conference will also feature green vendors and service providers.

For more information about DNA Creative Communications, visit [www.dnacc.com](http://www.dnacc.com).

**DNA Creative Communications**

DNA is a full-service communications firm specializing in advertising, branding, e-communications, public relations and special event planning. The DNA team develops and executes strategies for clients in various arenas, including education, housing, healthcare, recreation and the environment. DNA offers an annual LIVE HERE GIVE HERE program – a pro bono initiative that allows DNA to select and partner with a local nonprofit to develop a sustainable communications strategy. DNA is the proud recipient of the Greenville Chamber's 2005 Small Business of the Year Award. For more information, please call 864-235-0959 or visit [www.dnacc.com](http://www.dnacc.com).

###