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## Go Green Ambassadors Program Goes Global

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DUBAI, United Arab Emirates, Aug. 13, 2009 (GLOBE NEWSWIRE) -- Within months of launching the Go Green Ambassador's Program, Go-Green.ae has received volunteers from over 30 countries in five continents. According to Sharad Agarwal, CEO of Go-Green.ae, "We are delighted by the encouraging response received for the Go Green Ambassadors Initiative. Commercial organisations and educational institutions can now request the services of our Ambassadors to help them realize the importance of Going Green."

The Go Green Ambassadors Program is a Go-Green.ae initiative to try and reach as many people as possible, in local communities across the world to spread the awareness and importance of 'Going Green.' Involvement of volunteers in this initiative provides this program the independence and flexibility needed to tackle some of the most compelling issues of our time. Anyone can register online at [www.go-green.ae](http://www.go-green.ae) to become a 'Go Green Ambassador' and join the global family of volunteers working together to build a positive and sustainable future.

Upon registration, members have access to the following 'Green Resource Guides':

- Eco Jargon - A handy guide to acquaint members with the green-terminology
- Non Green Numbers by Go Green - Some smart statistics and environment number crunchers
- 10 Practical Ways to Go Green - Easy-to-do steps that one can implement in daily life
- How To Reduce Your Carbon Footprint? - What is Carbon Footprint? Everyone can make a difference
- Facts About Global Warming - Some interesting facts that are hard to argue with

About Go-Green.ae

'Go Green' web portal was launched in July 2008 to remind people to be mindful of and sensitive to the natural environment in our daily life. The main objective of the site is to increase the awareness of environmental issues that affect the future of the planet.

Go-Green.ae features 'Green Stories' that demonstrate the steps taken by corporations as part of their commitment to preserve the planet. Global organisations such as Panasonic, Orange, Toshiba, Cisco, Discover, Dell, HSBC, Google, Emirates Airlines, Marriott Hotels and Resorts, Intercontinental Hotels, Grand Hyatt, Zipcar, Nissan and Mazda share their 'Green Innovations' online.

Go-Green.ae is updated 24/7 with information relating to news, events, technologies, videos, web resources and success stories in the field of energy conservation, sustainability and environmental protection. The recently launched 'Green Heroes Program' gives credit and encouragement to individuals who have contributed in the fields of renewable energy, energy efficiency and sustainability.

Go-Green.ae recently won the Alternate Energy Award at ADIPEC, in recognition of its contribution to promoting environmental awareness and also featured on CNN for its coverage on Dubai's participation in Earth Hour. Go-Green.ae won the Eco Site Award from a US based company that recognizes Green sites that promote Ecology, Health, Safety and the Environment. Go-Green.ae is also ranked second most popular site in the 'Going Green' category by GreenTopSites.com.

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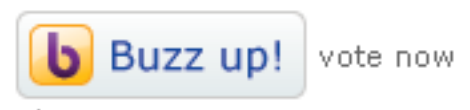
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