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[July 12, 2008]

'Go Green' Online Awareness Campaign Launched by Cyber Gear

(PrimeNewswire Via Acquire Media NewsEdge) DUBAI, United Arab Emirates, July 12, 2008 (PRIME NEWSWIRE) -- "Go Green" is an e-initiative of Cyber Gear. According to Sharad Agarwal, CEO of Cyber Gear, "The 'Go Green' web site has been set up 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.

"If every 'netizen' implements a few basic do's and don'ts, such as reducing consumption, reusing products and recycling trash, we will all end up contributing in a large measure to saving the natural resources at our disposal. Thinking green leads to acting green -- taking corrective action to make environmental responsibility a reality."

The "Go Green" site can be accessed on the web at www.cyber-gear.com/gogreen. The site covers the following information in detail:

- Regional "Go Green" initiatives launched by the Dubai government for "Green Buildings" and the Masdar Project in Abu Dhabi for renewable and sustainable energy technologies.
- Calendar of global "Green" events compiled by the European Environment Agency in Denmark
- Guides to "Eating Green", "Shopping Green" and "Building Green"
- Climate change news syndicated by Environmental Health News in the USA

Visitors to the site can also view online videos and read reviews of environment related books and web resources. Several ecological facts are published to increase public awareness on topics such as Carbon Footprint, Earth Hour and Tips on Saving Energy.

Organisations and regional online news portals willing to spread the "Go Green" message are invited to join the online campaign by contacting Cyber Gear at gogreen@cyber-gear.com.

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