

## **Kirk Marketing Retrofits Lighting System in Offices & Direct Mail Production Facility**

*Kirk Marketing is excited to announce that a company-wide retrofit of our lighting system is nearly complete and the majority of our offices and direct mail production facility have already been retrofitted.*

July 23, 2010 (FPRC) -- Kirk Marketing is excited to announce that a company-wide retrofit of our lighting system is nearly complete. Majority of our offices and our direct mail production facility have already been retrofitted. The retrofit will be completed very soon.

The retrofit involves replacing our existing lighting fixtures, ballasts and bulbs with more power efficient alternatives. This will reduce our energy consumption by an estimated 135,000 Kilowatt Hours per year.

The change supports our goals to reduce greenhouse gas emissions and improve efficiencies throughout our operations. Kirk Marketing is committed to changes that will help support the environment.

Kirk Marketing is proud to be a BC Hydro Power Smart Partner. The Power Smart Program encourages businesses and home owners to commit to a 10% reduction in electricity consumption. By joining, Kirk Marketing is playing its part in reducing greenhouse gas emissions. To learn more about the Power Smart program, please visit <http://www.BCHydro.com/powersmart>

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**About Kirk Marketing:**

Kirk Marketing supports clients in Vancouver, BC and beyond with results driven direct marketing services. We craft direct marketing campaigns that shine with measurable results and a seamless brand experience across all marketing channels. With an overriding philosophy of servicing the unique needs of each of our clients, we combine the capabilities of a data services bureau, a full-service printer, a lettershop and a fulfillment house, all under one roof.

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