



## **Green Cross Supports “Dot Eco” Domain Name Initiative**

Geneva, 4 Aug, 2009 – Green Cross International, a global non-profit with national organisations in over 30 countries, today announced its intention to help support the launch of the .eco (Dot Eco) domain. Green Cross is the latest to join this group of environmental non-profit organizations and charities supporting the Vancouver based Big Room Inc's bid to host the Dot Eco domain name.

"The Dot Eco initiative is to help implement good sustainable intentions," said Adam Koniuszewski, Chief Operating Officer of Green Cross International. "I hope that the support of organisations like ours will ensure that Dot Eco is trustworthy and dedicated to preserving nature."

The Big Room Inc. application for the .eco extension has been developed along with an international team of advisors and investors with deep roots in sustainability, environmental, and business communities.

"The support by Green Cross International adds to the weight of voices in favour of our initiative," said Jacob Malthouse Co-founder of Big Room Inc. "A major systemic shift to a low-carbon economy has already started. Monitoring this change in a reliable way is our goal. We are glad to have Green Cross join our Stakeholder Council."

Big Room's .eco platform will place key environmental and sustainability information along side the technical information collected and stored when a web address is registered. The .eco system will display current, detailed eco-information to anyone with a browser, anytime they need it, anywhere on the planet.

Big Room will submit its application for .eco when the application round for new gTLDs overseen by the Internet Corporation for Assigned Names and Numbers (ICANN) opens in the first quarter of 2010.

Up to a quarter of the revenue from every Dot Eco name sold will go to environmental and social causes that support a more sustainable world.

**About Green Cross:** Founded by President Mikhail Gorbachev in 1993, the mission of Green Cross International is to help ensure a just, sustainable and secure future for all by

fostering a value shift and cultivating a new sense of global interdependence and shared responsibility in humanity's relationship with nature. ([www.greencrossinternational.net](http://www.greencrossinternational.net))

**About Big Room:** Big Room Inc. is a Canadian company that was founded in 2007 to empower the world to make informed environmental and sustainability choices. Big Room's three co-founders Jacob Malthouse, Trevor Bowden, and Anastasia O'Rourke are committed environmentalists with a long history of working with organisations, governments and companies to bring about positive environmental and social change. Together with their partners, they will apply for the right to operate the .eco Top Level Domain. ([www.bigroom.ca](http://www.bigroom.ca) and [www.doteco.info](http://www.doteco.info))

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