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'Go Green' Online Awareness Campaign Launched by Cyber Gear

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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.

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"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 Dub 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.

About Cyber Gear (www.cyber-gear.com)

Since 1996, Cyber Gear has been a pre-eminent force in the web design and e-business industry. Positioned as an industry leader, Cyber Gear provides a range of Internet technology solutions to a large number of multinational and local organisations in the Middle East.

Cyber Gear clients include Grand Hyatt, Ramada Hotels, Starwood Hotels, Shell, Standard Chartered Bank, Dubai e-Government, Dubai School of Knowledge, FORSA, Xerox, Sharp, Toshiba, Dubai Festival City, BurJuman Centre, American Hospital, Kingdom Centre, Saks Fifth Avenue and Safari Group in Riyadh, Commercial Bank Qatar Masters in Doha and Citystars in Cairo.

Cyber Gear's Portals Include:

www.MiddleEastPostBox.com, for email marketing and SMS messaging with an "opt-in" database of over 750,000 subscribers
www.MiddleEastEvents.com, dedicated portal for event and conference management companies
www.MiddleEastDirectory.com, the largest English language search engine in the Middle East
www.Click2Advertising.com, the first online Internet advertising agency in the Middle East
www.DubaiCityGuide.com, a comprehensive portal on Dubai
www.UAEToday.com, a local news portal
www.eTicketsNetwork.com, a global online ticketing portal
www.PressReleaseNetwork.com, a global press release distribution and online media monitoring service

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