



Aurora Photos announces the launch of the Green Collection

PORTLAND, Maine – April 1, 2009 -- Aurora Photos agency founder, Jose Azel announced the launch of the Green Collection, a new compilation of Aurora imagery comprised of eco-photography. To celebrate the collection Aurora will provide a discount incentive to customers licensing images from the Green Collection between April 1 and June 31, 2009.

"Adding timely and relevant green imagery to Aurora's already strong collection is a welcome move." Michelle Jackson, founder of Snap Indigo remarks. "The need for these types of important photographs will be around for years to come."

"Organic, recycling, fuel-efficient, sustainability," chants Azel, "Are some of the buzz words that you constantly hear. This collection addresses the need of earth-conscious advertisers, green-living magazines, corporations and environmental organizations that need the visuals to go with their messages."

Companies today need to align themselves more closely with the evolving expectations of consumers as they associate themselves with social responsibility, particularly on the environment. Marketing research shows that US consumers connect with "socially responsible" and "environmentally friendly." (88% say these as words describe them "well", 39% as "very well") The top issue consumers care about globally? Protecting the environment (92% of those surveyed).¹

Aurora's Creative Director, Peter Dennen, explains: "Our mission is to create the most comprehensive, high-quality collection that spans the gamut from cutting-edge journalism to thought provoking, conceptual visuals. We will explore the many facets of how human behavior affects global change in our natural world and strive to rise above the visual clichés that currently populate the stock industry. Our core roster of environmental and creative photographers will continue to define new ways of seeing 'Green'."

Check out the work at www.auroraphotos.com/green.

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¹ Conscious Consumers Are Changing the Rules of Marketing. Are You Ready?
Highlights from the BBMG Conscious Consumer Report
The second annual Edelman goodpurpose study
<http://goodpurposecommunity.com/study.html#section3>