



**Immediate Release**

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Contact: Cassandra Osei/Steven Llanes  
KPMG LLP  
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**KPMG ANNOUNCES TEAM FROM UC-BERKELEY AS WINNER OF ITS 'LIVING GREEN CASE COMPETITION' FOR BUSINESS STUDENTS**

**NEW YORK**, Nov. 23 - KPMG LLP, the U.S. audit, tax, and advisory firm, announced today that a team from the University of California-Berkeley has been selected as the winner of its inaugural “Living Green Case Competition.” KPMG launched the competition in October to challenge business students at colleges and universities across the nation to make their campuses greener.

Over 40 teams representing half a dozen schools nationally entered the competition, including, UC – Berkeley, Baruch College, Fordham University, Indiana University (IU), Miami (OH) University, and Santa Clara University. Another team from UC-Berkeley was named as the first runner-up and a team from IU was named as the second runner-up.

“We are impressed with the innovative submissions that we have received and thrilled to see how motivated the students are about improving sustainability on their campuses,” said Blane Ruschak, KPMG’s Executive Director University Relations and Recruiting.

“Sustainability is a growing and critical strategy for businesses. We think it is important that students be thinking about it and applying their creative energies now.”

KPMG invited business students to submit proposals describing how they would use \$1,000 to improve or change their school’s sustainability activities by addressing areas identified on the *College Sustainability Report Card* given to their school. The report card, published by the Sustainable Endowments Institute, evaluates colleges on their environmental and sustainability efforts.

The winning proposals are:

- **Grand Prize Winner**: Cal Green Game Days, U.C. Berkeley, - Institute a composting and recycling program for athletic games held at the basketball arena in an effort to raise waste awareness.
- **First runner-up**: Sustainable Investments at Berkeley, U.C. Berkeley, – Create a publicity campaign to educate and mobilize students about sustainable investing and to obtain support from the university administration for sustainable endowment investments.
- **Second runner-up**: IU Trash Dash, University of Indiana, - Enhance the university’s recycling efforts by holding a public spring sale of gently used goods (i.e. clothes, furniture, electronics, etc.) that otherwise would have been discarded when students move out. Proceeds will be donated to community and sustainability groups on campus.

“At KPMG, we are committed to environmentally friendly business practices and we want to engage students in social responsibility to help inspire them to become good corporate citizens,” said Steve Clemente, KPMG principal in charge of operations services and leader of the Living Green program.

The grand prize winner will receive a cash prize of \$3,000. The first and second place runner-up teams will receive cash prizes of \$2,000 and \$1,000, respectively. Each of these top three teams will also receive up to \$1,000 toward the implementation of their proposals. Winners were selected by a panel of professionals from KPMG, the firm’s Living Green Committee, and the Sustainability Endowments Institute.

### **About KPMG LLP**

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