

FOR IMMEDIATE RELEASE

## Paradigm Nouveau Foundation Launches Sustainable Boulder by 2020 Project

BOULDER, CO, September 4, 2010—Paradigm Nouveau Foundation is pleased to announce the launching of its **Sustainable Boulder by 2020 (SB2020)** project, a Clinton Global Initiative (CGI) Commitment to Action, on **September 14** at the Dairy Center for the Arts.

Our official commitment summary is as follows:

*Paradigm Nouveau commits to assist Boulder, Colorado in becoming an economically, ecologically and equitably sustainable community by 2020. This will be achieved by developing an innovative locally-generated financial vehicle that provides essential financing for sustainable community development projects and by establishing media-based grassroots leadership for engaging and educating the citizens of Boulder. Central to our commitment is the goal of developing a replicable model that can be applied in other communities.*

On September 14, one week before the Clinton Global Initiative Annual Meeting in Manhattan, the Paradigm Nouveau Foundation will host an SB2020 launching event. At the celebration Boulder's brilliant sustainability projects and leaders will be showcased and acknowledged. Master of Ceremonies is etown's Nick Forster. The event includes a special dance performance choreographed by Katie Elliott of 3<sup>rd</sup> Law Dance Theater. Attendees include government, business, academic, and NGO leaders.

As 5-year members, Paradigm Nouveau is the charter Colorado participant of the prestigious [Clinton Global Initiative](#). By gathering world leaders from a variety of backgrounds, CGI creates a unique opportunity to channel the capacities of individuals and organizations to realize change. To fulfill the action-oriented mission of CGI, all members devise practical solutions to global issues through the development of specific and measurable Commitments to Action.

CGI Annual Meetings have brought together more than 125 current and former heads of state, 15 Nobel Peace Prize winners, hundreds of leading global CEOs, major philanthropists and foundation heads, directors of the most effective non-governmental organizations, and prominent members of the media. These CGI members have made nearly 1,700 commitments valued at \$57 billion, which have already improved more than 220 million lives in 170 countries. For more information visit: [www.clintonglobalinitiative.org](http://www.clintonglobalinitiative.org).

Audrey James, Paradigm Nouveau CEO, states, "SB2020 is designed to propel all of us in bringing our ideas into reality. I've mobilized every aspect of my life in preparation to give the next 10 years the biggest possible rocket boost for a sustainable future."

*Paradigm Nouveau is a transformational organization meeting the challenges of climate and economic crisis. We use grassroots, community-based approaches to develop models that can be replicated in the rest of the country and around the world.*

For more information visit: [www.paradignnouveau.com/](http://www.paradignnouveau.com/)

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