



For Immediate Release

Earth Day Network Teams Up With Union Square Agency

Union Square to Executive Produce Earth Day Event on National Mall

NEW YORK – March 13, 2012 – Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) today announced that they have been retained by Earth Day Network (EDN) to produce Earth Day’s flagship event, Sunday April 22nd on the National Mall in Washington, D.C.

Over one billion people in 192 countries participate in Earth Day activities each year, making it the world’s largest civic observance. In cities around the world, millions will honor Earth Day’s anniversary. After 42 years, Earth Day continues to provide an important tool to engage the public in activism and encourage initiatives and policies that grow the green economy.

Once again, our nation’s capitol will be host to the flagship event, which has witnessed remarkable people coming together to recognize and support the movement. For over four decades, world leaders in government, business, music, film, stage and civil society have given their time and support to Earth Day Network. Past performers and speakers at the National Mall event include Sting, John Legend, Joss Stone, Bob Weir, Willie Colon, The Flaming Lips, James Cameron, Philippe Cousteau, Reverend Jesse Jackson, Dhani Jones, Chevy Chase and many more.

“Earth Day has always been about broadening, diversifying and mobilizing the environmental movement, and in 2012 this mission couldn’t be more important,” said Kathleen Rogers, President of Earth Day Network. “Not only does Union Square Agency uniquely understand this mission and this moment, they also bring high levels of expertise, passion and innovative thinking to this global movement. We couldn’t be more excited about working with them to create our flagship event on the National Mall as we Mobilize the Earth™ and help galvanize the environmental movement.”

Union Square Agency will be responsible for all aspects of the production, in addition to assisting with sponsorship sales, talent procurement and run-of-show. They have successfully worked with many similar not-for-profit organizations in creating physical build-outs as well as all ancillary necessities to produce an event on the scale of Earth Day on the National Mall.

“We are very proud to be selected as the producer for the upcoming Earth Day event,” said Shawn Garrity, President of Union Square Agency. “We believe the foundation built by Earth Day Network is amazing, and the opportunity to work on the historic National Mall is a producer’s dream.”

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About Earth Day Network

The first Earth Day, on April 22, 1970, activated 20 million Americans from all walks of life and is widely credited with launching the modern environmental movement. The passage of the landmark Clean Air Act, Clean Water Act, Endangered Species Act and many other groundbreaking environmental laws soon followed.

Growing out of the first Earth Day, Earth Day Network works with over 22,000 partners in 192 countries to broaden, diversify and mobilize the environmental movement. More than one billion people participate in Earth Day activities each year, making it the largest civic observance in the world.

All of EDN's activities, whether greening schools or promoting green economic policies at home and abroad, inform and energize populations to secure a healthy future for ourselves and children. Over the last 22 years, EDN has executed successful campaigns on issues ranging from climate change and safe drinking water to voter registration and saving the whale. EDN is a recognized leader in creating innovative programs with partners inside and outside of the environmental movement to tackle new challenges and secure a healthy future for us all.

About Union Square Agency

Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and its wholly owned subsidiaries, Union Square Media and Union Square Licensing, is a NY based company that delivers truly integrated, innovative and unparalleled 360 degree solutions with a core focus on blending media, brands, entertainment and consumers into unique business opportunities. Services include Intellectual Property Development; Creative and Branding Support; Event Production and Fulfillment; Sponsorship, Activation and Advertising Sales; Strategic Consulting; Licensing; Film & Television Production. www.unionsqagency.com

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