

PRESS RELEASE

First Affirmative Kicks Off 2010 BaseCamp SRI Conference Series

*One-Day Regional Events Present Responsible Investment Strategies for Investors and
Investment Professionals Working with Money in Transformative Ways*

COLORADO SPRINGS—March 16, 2009—First Affirmative Financial Network, the leading provider of investment management and consulting services to financial advisors and their socially conscious clients, has announced the launch of the 2010 [BaseCamp SRI](#) conference series.

The regional mini-conferences are designed to refresh the perspective of financial professionals who work with or wish to work with investors who want their money doing double duty: making money and making a difference.

The five-city series starts in San Francisco on March 23rd, with subsequent stops in Portland on April 20th, Denver on May 12th, New York on June 16th, and Seattle on July 15th. The 2010 BaseCamp SRI series will culminate with the Summit Camp to be held the JW Marriott Hill Country Resort & Spa in San Antonio, Texas on November 16th. Summit Camp will precede the 21st annual [SRI in the Rockies Conference](#) that begins on the 18th at the same location.



“Whether it’s called responsible investing, sustainable investing, or green investing, there are many ways for investors and investment advisors to guide their clients toward more positive, healthy, transformative investment strategies,” said First Affirmative President, Steve Schueth. “A day at BaseCamp SRI offers information they can put to use the very next day.”

As the producer of the annual SRI in the Rockies Conference, the premier annual gathering of the sustainable and responsible investment industry in North America, First Affirmative is uniquely positioned to assist in the professional growth of socially conscious investors and the financial professionals who serve them. The firm has structured its regional BaseCamps to offer insights about critical and controversial global issues that responsible investors most care about. BaseCamp SRI is designed to help participants:

- Understand the valuable resources available to socially conscious investors and their investment advisors,
- Articulate the concept of combining social responsibility with investment performance, and

- Provide in-depth information on important issues that can affect investment decisions, portfolio risk, and profit opportunities.

BaseCamp participants pay a nominal \$20 per person entry fee, which is waived for subscribers to First Affirmative's 2010 Member Services Program or for anyone bringing a qualified participant to the event. More information about attending a 2010 BaseCamp is available at <http://basecampsri.firstaffirmative.com/> or by contacting BaseCamp Coordinator Danielle Burns at danielleburns@firstaffirmative.com.

"BaseCamp SRI is an excellent destination for advisors and planners who want to get to the top of this growing market," says Schueth. "There's no need for anyone to go solo, and the view from the summit is magnificent."

Lunch will be served, thanks to the support of sponsoring organizations: Calvert, Pax World Investments, Green Century Funds, Folio Institutional, Calvert Foundation, MMA Praxis Funds, and Parnassus Investments.

MORE ABOUT FIRST AFFIRMATIVE

First Affirmative Financial Network, LLC is an independent fee-only Registered Investment Advisor (SEC File #801-56587). [First Affirmative](#) specializes in socially responsible, sustainable, and transformative investment management and consulting, and supports a nationwide network of investment professionals who specialize in serving socially conscious investors. First Affirmative produces the annual [SRI in the Rockies Conference](#), the premier gathering of the sustainable and responsible investment industry in North America.

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