

# Kyocera Wireless and Spin Magazine Give Eco-Friendly Music Fans a Chance to Rock out, Be Green and Be Seen at the 2008 Virgin Mobile Festival

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[www.kyocera-wireless.com/vfest](http://www.kyocera-wireless.com/vfest) - Kyocera Wireless Corp. John Chier, 858-882-3543 [jchier@kyocera-wireless.com](mailto:jchier@kyocera-wireless.com) or LPI Communications for Kyocera Wireless Melody Parrette, 858-361-9731 [melody@lpicommunications.com](mailto:melody@lpicommunications.com) Kyocera Wireless and SPIN are calling all environmentally conscious music lovers to share their plans, tips, tricks and success stories for helping our planet. With the "Rock Out: Be Green and Be Seen" contest,

eco-friendly music fans can win an expense-paid trip with VIP access to the Virgin Mobile Festival on August 9-10 in Baltimore, Maryland. Kyocera Wireless is the premier handset partner of the Festival, which will be headlined by Foo Fighters, Jack Johnson, Kanye West and more.

The contest asks hopeful festival-goers to share their best ideas, thoughts and creative input into helping protect the environment. Entries can be made at [www.spin.com](http://www.spin.com) and [www.kyocera-wireless.com/vest](http://www.kyocera-wireless.com/vest) from June 25 - July 14 and a winner will be announced the week of July 21.

Kyocera Wireless, long recognized for its recycling and environmental efforts, will award the top submission a Virgin Mobile Festival Special Edition Wild Card handset, an expenses-paid trip for two to the festival - including airfare and hotel - and VIP access at the venue, along with a chance to have the submission published in SPIN Magazine and showcased on-site at the Festival. In addition to the Grand Prize, entrants can win one of 10 Virgin Mobile Festival Special Edition Wild Card handsets. The Festival, one of the largest 'green' festivals in the U.S., will be held August 9-10 at Baltimore's Pimlico RaceCourse(R).

"We're looking for the best examples of things people are already doing to help our environment, whether it's a program they're leading or just some quick and easy tips the rest of us can use in our daily lives," said Tom Maguire, divisional vice president of global marketing at Kyocera Wireless Corp. "Be creative! Submit a quick essay, photo, or even a haiku if you want - whatever shares your passion for being green. Kyocera Corporation has a 50-year track record as a fervent protector of the environment and we want to reward someone who is really making a difference."

San Diego-based Kyocera Wireless Corp., established in 2000, has won recycling awards from the City of San Diego for eight consecutive years. Kyocera owns more such local awards than any other company in San Diego. Kyocera Wireless also has received eight consecutive WRAP (Waste Reduction Awards Program) Awards from the state of California, has been recognized by the U.S. Environmental Protection Agency and is an Energy Star Partner. In 2007, the company recycled more than 75 percent of its waste and conserved enough electricity to power more than 700 average San Diego homes.

For complete rules and details on the "Rock Out: Be Green and Be Seen" contest, visit [www.spin.com](http://www.spin.com) or [www.kyocera-wireless.com/vfest](http://www.kyocera-wireless.com/vfest). More information on the Virgin Mobile Festival can be found at [www.kyocera-wireless.com/vfest](http://www.kyocera-wireless.com/vfest) and [www.virginmobilefestival.com](http://www.virginmobilefestival.com).

## About Kyocera Wireless

Kyocera Wireless Corp. is a leading supplier of innovative, feature-rich wireless devices and accessories for customers worldwide. The company is a wholly owned subsidiary of Kyocera International Inc., which acquired QUALCOMM Incorporated's CDMA consumer wireless phone business in February 2000. Based in San Diego, Kyocera Wireless leverages Japan's history of creating advanced consumer technologies around humanism and respect for the environment and blending them with a Western entrepreneurialism and style, resulting in a unique design language and a natural, user-friendly interface. For more information, please visit [www.kyocera-wireless.com](http://www.kyocera-wireless.com).

Kyocera Corporation (NYSE:KYO), the parent and global headquarters of the Kyocera Group, was founded in 1959 as a producer of advanced ceramics. By combining these engineered materials with metals and plastics, and integrating them with other technologies, Kyocera has become a leading supplier of telecommunications equipment,

laser printers, copiers, solar energy systems, semiconductor packages, electronic components, and industrial ceramics. During the year ended March 31, 2008, Kyocera Corporation's consolidated net sales totaled approximately US\$12.9 billion (JP Yen 1,290,436 million) with net income of approximately US\$1.0 billion (JP Yen 107,244 million).

#### About SPIN Media

Launched in 1985, SPIN has established itself as one of the most influential voices in music and culture. From the next big things to innovative icons, SPIN provides the most comprehensive coverage via SPIN magazine, SPIN.com and SPIN Digital. With a guaranteed circulation of 450,000 readers, SPIN magazine, a monthly, currently reaches an audience of over 2 million.

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