

## Eco Comics is launched!

PRESS RELEASE

'GROUNDBREAKING' PAPERLESS ECO COMICS ANNOUNCED BY MOHAWK MEDIA



British publisher Mohawk Media has today announced Eco Comics, a range of environmentally-friendly, paperless comic books. The first digital comic book from the Eco Comics range available now to download or view online is Heroic High, an adventure set on an island superhero community, written by Chris Bunting and drawn by Kit Wallis.

Editor Stuart Buckley says: 'Paper used in the production of comic books can have a damaging effect on the environment, and paying perhaps the biggest price is the tiger, whose habitat this threatens.

'As for sustainable forestry, world-leading environmental organisations have criticised its weak regard for social and ecological issues.

'We believe these downloadable, paperless comics are groundbreaking, having been deliberately designed to have a minimal carbon footprint.

'The added bonuses for the reader are lower cover prices for the same level of quality entertainment, while knowing that they're being eco-friendly.'

To download Eco Comics go to <http://www.mohawkmedia.co.uk/ecocomics>. Following a quick payment system, you can download or view the comics online in various formats, including a page-flip format. PDFs are also available and can be downloaded to iPad. Buckley continues: 'Buying Eco Comics only takes minutes. It's much faster and easier than going to a comic book store! We hope

Eco Comics is the start of an evolution, taking advantage of the latest technologies to help minimise the impact of comic production on the environment.?

Eco Comics are available from <http://www.mohawkmedia.co.uk/ecocomics>.

Heroic High is a 25-page paperless comic book, available now at \$1.95.