



FOR IMMEDIATE RELEASE

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**EASTERN MOUNTAIN SPORTS WINS
CSWD ANNUAL WASTE REDUCTION AWARD**

*Community Partnership with Hannaford Supermarket helps EMS
recycle 95% of their waste*

These days it is assumed that a company that promotes outdoor recreation should be committed to preserving the environment. Eastern Mountain Sports (EMS) in South Burlington has proven that assumption true by recycling 95% of their waste, leaving only 5% that must be thrown in the landfill. As a result of their efforts, EMS has won the annual CSWD Waste Reduction Award.

Once a year, CSWD recognizes a Chittenden County business for its outstanding efforts in waste reduction. EMS won the award not only by recognizing that improved waste reduction efforts go hand in hand with good business practices, but by putting their thoughts and ideas into action.

Prior to this year, the recycling program at EMS focused primarily on the collection of all mandatory recyclables from store employees and customers and scrap metal from its bike repair shop. After cardboard shipping boxes, the second-largest portion of the store's waste stream is plastic packaging and bags, which cannot be recycled through ordinary channels. Through a partnership with Hannaford Supermarket, the answer turned out to be extraordinarily brilliant—and extraordinarily simple.

"All of our products are wrapped in plastic," says EMS Recycling Maestro Brooke Scatchard. "The key to our successful program was finding that local partner who would take our plastic for us. Once that happened, our nightly collection of trash bags dwindled from eight large bags to two."

A nearby Hannaford Supermarket agreed to accept EMS' plastic bags along with their own store's plastic and load them on trucks bound for a processing center. "Hannaford Supermarket has been recognized nationally for its sustainable practices, and actually promotes waste reduction initiatives through its own plastic bag recycling program," says Hannaford General Manager Mike Eastman. "We agreed to assist EMS with their efforts because we recognize the importance of being good neighbors and working collaboratively to better our community."

"Recycling as much of the waste coming from our store as possible is one of the simplest and most effective ways to reduce our natural resource consumption" says EMS store manager Chris Kotula. "Our new recycling system is quite easy to sustain so we are hoping other EMS stores will follow our lead and implement similar programs."

To help EMS celebrate their waste reduction efforts, join them at their 3rd Annual Tent Sale from August 22nd through 24th. There will be crazy prices on summer clearance and one-of-a-kind deals. EMS's recycling maestro, Brooke Scatchard, will also be throwing out the first pitch at the Lake Monster's game on August 26th.

To learn more about CSWD's free business assistance programs, or how your business or institution can apply for the annual waste reduction award, please contact Emily Newcomer, CSWD Business Outreach Coordinator at 872-8100 x237 or visit www.cswd.net. For more information about Eastern Mountain Sports, please visit www.ems.com.