



## ***PRESS RELEASE***

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***FOR MORE INFORMATION:***

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### **New York State Recycling Champions Leading Green Initiatives Everyday**

**Syracuse, NY, October 29, 2008** – The New York State Association for Reduction, Reuse and Recycling (NYSAR<sup>3</sup>) announced the 2008 Recycler of the Year for a Public Agency at its annual meeting on October 16.

Brenda Grober, a project manager with the Empire State Development Environmental Services Unit, was recognized for almost 20 year of work expanding the recycling industry in New York State.

“The qualities people first see in Brenda are her undying energy, and her dedication to her profession, colleagues, and clients,” said Jeff Cooper, President of NYSAR<sup>3</sup>. “She has played a key leadership role in several state and regional organizations, and demonstrates the value of recycling every day,” he added.

Brenda, who has been with the Environmental Services Unit since its inception in 1989, has fostered upwards of 70 projects valued at \$11.6 million in New York State investments, helping 185 companies divert 393,000+ tons of solid waste from disposal to recycling, creating \$31.4 million in economic benefits for the State of New York.

#### **About the NYSAR<sup>3</sup>**

The New York State Association for Reduction, Reuse and Recycling (NYSAR<sup>3</sup>) provides expertise on waste reduction, reuse and recycling issues and practices to improve the environment. With over 200 members, the coalition of businesses, nonprofits, government agencies, and private citizens supports recycling programs and related educational programs, and is a state affiliate of the National Recycling Coalition. For more information, please visit [www.nysar3.org](http://www.nysar3.org).

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