



Entrepreneurs for Sustainability (E4S)

www.e4s.org

FOR IMMEDIATE RELEASE

November 26, 2008

MEDIA CONTACT: Holly Harlan

216-451-7755, holly@e4s.org

2008 E4S Champions of Sustainability Awards Announced

Cleveland, OH – On Tuesday, November 25, 2008, E4S hosted the sixth annual E4S Champions of Sustainability awards ceremony and a special program, *Creating Cleveland's New Story*. The event was held at Case Western Reserve University's Thwing Center in collaboration with Business as an Agent of World Benefit at the Weatherhead School of Management, the City of Cleveland's Sustainability Program and the Green City Blue Lake Institute.

The 2008 award winners were announced to a crowd of over 210 attendees. The Champions recognition program is peer-based, making it one of the most popular E4S events of the year. E4S received a total of 42 nominations from the community all of which were reviewed by members of the E4S Champions Selection Committee using the following criteria:

- Is the individual's story inspirational?
- How easily can someone else translate the success?
- What is the overall impact on people, planet and prosperity?
- Does the nominee actively participate in the sustainability community?

A sustainability champion nominee can be an entrepreneur starting a new enterprise or an intropreneur in an established company, government office, college or university, or nonprofit. Their stories inspire others in the community to implement sustainable business practices. The 2008 Champions of Sustainability are: John Farber, Old Trail School; Chris Kious, A Piece of Cleveland & Urban Lumberjacks of Cleveland; Bob Lubecky, Bon Appetit Management Company; Beth Yurich, Yurich Creative; and Brown Flynn's Co-Founders, Barb Brown & Margie Flynn. All Champion nominations can be viewed on the E4S web site, for their detailed stories follow this link:

www.e4s.org/content/fullstory.asp?id=252.

Holly Harlan, E4S Founder and President said, "Often Champions are the flag bearers that create change throughout their industry and over long periods of time. Most importantly, Champions inspire others to implement sustainability." Holly continued, "The principles of sustainability are taking hold in many businesses from all industries and of all sizes, hospitals, civic institutions, and universities. It is individuals like the E4S Champions of Sustainability and the other nominees who have been doing this ground breaking work for years, they are changing the way we do business in Northeast Ohio."

For information about *Creating Cleveland's New Story*, which included an Appreciative Inquiry program facilitated by David Cooperider, Case Western Reserve University, a panel of local sustainability experts and thought leaders and the Champions of Sustainability awards program, visit a new E4S blog www.clevelandsnewstory.com.

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Entrepreneurs for Sustainability (E4S) is an award-winning entrepreneurial nonprofit founded in 2000 and based in Cleveland, Ohio that advances the idea that sustainability principles are drivers for new business opportunities and improved quality of life. Together with our fast growing network we are growing a sustainable economy in Northeast Ohio that affirms and sustains life for all. For more information, visit www.e4s.org.