



FOR IMMEDIATE RELEASE
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West Chester BLUER presents BLUER Business Award to New Street Catering, a division of Aramark at West Chester University

On Wednesday, January 18, 2012, West Chester Borough Leaders United for Emissions Reduction (BLUER), on behalf of the West Chester Borough Council, presented New Street Catering the BLUER Business Award for their proactive efforts to reduce their carbon footprint, as well as to support a more sustainable food system through their intensive "buy local" policy.

New Street Catering, a division of ARAMARK, has been operating for over 20 years out of West Chester University. With a corporate commitment to protect and improve the environment, New Street Catering implements stewardship programs within the areas of sustainable food; responsible procurement; green buildings; energy and water conservation; transportation; and waste stream management.

"BLUER is delighted to present the Business Award to New Street Catering in recognition of their outstanding achievements in sustainability and carbon footprint reduction," states BLUER Chair David Mazzocco.

Sustainability initiatives undertaken by New Street Catering include a robust buy-local campaign, in which 43% of purchases are made within 150 miles of campus, and New Street Catering is committed to improving this mark by 5% every year. New Street Catering also provides energy and water conservation training to all employees, and plans to link into the University geothermal system in 2012. Occupancy sensors have been installed on office lights and a recent high efficiency dishwasher purchase provides 66% reduction in water use.

"We are very excited to not only achieve these milestones, but are appreciative of West Chester BLUER recognizing New Street Catering for the accomplishment, says Catering Director, Steven Lewis. "This is just the beginning and we look forward to increasing our positive impact on all aspects of sustainability and making our company, West Chester University, and the West Chester Borough, a "GREENER" place."

"We applaud BLUER's selection of New Street Catering as the 2012 Business Award recipient," says Mayor Carolyn Comitta. "West Chester Borough and West Chester University share a common commitment to reducing our carbon footprint, and work together through BLUER and our Joint Sustainability Task Group to find ways to make our sustainability efforts more effective. We thank New Street Caterers for practicing business in a sustainable way that contributes to a health community, and provides a model for other businesses that want to be good, "green" neighbors!"

About BLUER

The West Chester Borough Leaders United for Emissions Reduction (BLUER) is an ad-hoc committee formed by West Chester Borough Council in 2006. BLUER's mission is to reduce greenhouse gas emissions Borough-wide 10% by 2015. This will help reverse the trend of rising greenhouse emissions and put West Chester on track towards a more sustainable economic and environmental future. BLUER holds monthly meetings on the third Monday of the month at 6:30 pm at Borough Hall.

The BLUER Business Awards Program intends to spur positive change by spotlighting businesses that take real measurable steps to reduce carbon dioxide (CO₂) emissions and use award recipients as a model for other local businesses. The award program recognizes businesses in the Borough of West Chester and surrounding area that have taken the initiative to:

- Conserve energy through building improvements, design and/or policy changes;
- Convert to renewable, cleaner energy sources; and/or
- Reduce waste by reducing purchasing and repackaging, reusing materials and/or proactively recycling.

For more information see BLUER's website, www.wcbluer.org

About New Street Catering of WCU Dining Services

WCU Dining Services and New Street Catering have been providing dining services to West Chester University and the surrounding community for more than 20 years. New Street Catering offers complete event planning and is committed to providing an exceptional dining experience as the exclusive caterer for the West Chester University. For more information, see company's website at <http://www.newstreetcatering.com/>

About ARAMARK

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. The company is recognized as the industry leader in FORTUNE magazine's "World's Most Admired Companies," and as one of America's Largest Private Companies by both FORTUNE and Forbes magazines. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 255,000 employees serving clients in 22 countries. Learn more at the company's website, www.aramark.com or www.twitter.com/aramarknews

