



FOR IMMEDIATE RELEASE
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West Chester BLUER presents first ever 2011 BLUER Business Award to The Hickman's Mary Taylor House

On Friday August 26, West Chester Borough Leaders United for Emissions Reduction (BLUER), on behalf of the West Chester Borough Council, presented The Hickman Friends Senior Community of West Chester the first ever **2011 BLUER Business Award** for their efforts to reduce greenhouse gas emissions and reduce the environmental footprint of their facility.

"BLUER is delighted to present the 2011 Business Award to The Hickman in recognition of their outstanding achievements in energy conservation" stated BLUER Chair David Mazzocco. "Both the LEED GOLD certification and the 15,000 square foot green roof set the standard for environmental and climate change measures that other West Chester Borough businesses can follow. BLUER applauds The Hickman for their leadership."

"The Hickman, as a community guided by Quaker values, strives towards good stewardship of the planet. We are grateful for this recognition and applaud the mission and efforts of BLUER as they strive towards a greener West Chester!" said John Schwab, Executive Director of The Hickman.

Energy conservation initiatives undertaken by The Hickman with project developer Pennrose Properties LLC include collection of rain water for landscape irrigation; purchasing wind generated electricity to cover 30% of the building's electrical usage; energy reduction and conservation through lighting upgrades; installation of Energy Star appliances and resident education; and an extensive recycling program including recycling discarded items.

The Hickman, a senior living community for older adults, opened the Mary Taylor House in January 2011. The new three-and-a-half story 61,340 square-foot building houses 60 affordable apartments for income-qualified seniors throughout the region.

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 and additional photos, see BLUER's website, www.wcbluer.org



Photo IMG_7730

Hickman Director Anthony DeCarolis introduces WC Borough Council President Holly Brown. BLUER members (left to right) Dianne Herrin, Jim Wylie, and David Mazzocco look on.



Photo

IMG_7751

Left to Right:

Hickman Admissions & Marketing Director Anthony DeCarolis, Hickman resident's Zero Waste Committee: Jane Mack, Ann Moore and Phil Mullen (not pictured), BLUER member Courtney Finneran, BLUER Chair David Mazzocco, WC Borough Council President Holly Brown, BLUER member Jim Wylie, Hickman Executive Director John Schwab, and BLUER member Dianne Herrin.



Photo IMG_7754

Left to Right:

BLUER Chair David Mazzocco, WC Borough Council President Holly Brown, Hickman Executive Director John Schwab, and Penrose Chief Development Consultant Jacob Fisher