

FOR IMMEDIATE RELEASE

SymbioSus Sustainability Consulting, Inc. helps make MetroWest Chamber of Commerce's 1st Annual "Taste of MetroWest" a Reduced-Waste and Carbon-Neutral Event

Southborough, MA, March 30, 2010 – SymbioSus Sustainability Consulting, Inc., a sustainability consulting firm focused on helping small to medium-sized organizations increase their profitability and competitive advantage by reducing their environmental impact, announced today the successful results of its efforts to help make the MetroWest (MA) Chamber of Commerce's 1st-annual Taste of MetroWest a reduced-waste and carbon-neutral event.

The Taste of MetroWest event was held on March 15, 2011, and involved over 40 restaurants, food and beverage providers, specialty food purveyors, and 15 local cultural institutions, providing samples of their offerings to roughly 900 attendees from the MetroWest community. The MetroWest Chamber was committed to minimizing the environmental impact of the event, and SymbioSus Sustainability Consulting led the greening efforts.

SymbioSus led the event team in numerous green event actions, such as prioritizing the use of electronic communications and promotional efforts over printed versions, offering online paperless registration, using recycled paper wherever possible for hard copy materials, using recyclable and/or compostable service ware (plates, cups, utensils) and collecting this material for recycling and/or composting after the event, minimizing the use of plastic water bottles and recycling those that were used, donating any leftover usable food to a local food pantry, and other green actions.

Results of the greening efforts in the two main overall areas of focus - reduction of waste to landfill and offsetting any event-related carbon emissions that couldn't be eliminated – were as follows:

Reduction of waste to landfill: Working with partners Save That Stuff (www.savethatstuff.com) and Brick Ends Farm (www.brickendsfarm.org), SymbioSus helped the event divert 410 pounds, or nearly a quarter of a ton, of material from going to landfill as waste. This represents an estimated 60% reduction in total waste from the food service portion of the event. The EPA estimates that the average person in the U.S. throws away 1,130 pounds of this type of trash per year, so preventing 410 pounds from going to waste is like preventing almost 4 and a half months' worth of trash from an average American.

Offsetting carbon emissions: In addition to reducing the waste and waste-related carbon emissions from this event as much as possible, the event also offset 100% of the estimated carbon emissions that could not be eliminated. The emissions for the setup, the event, and the estimated cumulative round trip travel miles for the 1,100 attendees, vendors, volunteers, staff, media, and others, were estimated at roughly 13 tons of carbon and carbon-equivalent greenhouse gas emissions. These emissions were 100% offset through the purchase of carbon offsets from Native Energy (www.nativeenergy.com). An event carbon-offset sponsorship will be created to continue to negate the carbon impact of future events, and SymbioSus served as the inaugural sponsor of these offsets for the 2011 event. Native Energy uses the funds from offset purchases like these to build new alternative energy generation projects, such as wind, biogas, and small-footprint water power facilities, which help reduce the usage of fossil fuel energy, and many of which also benefit the Native American community.

SymbioSus President Bryan Sheehan said, "The MetroWest Chamber put on an outstanding event, and should also be commended for their commitment to reducing the environmental impact of this and future years' events. SymbioSus was pleased to help, and we are already discussing ideas to make next year's event even closer to 'zero-waste,' while also making it even more convenient for participants to help do so."

Bonnie Biocchi, President and CEO of the MetroWest Chamber, said, "SymbioSus did a great job of providing the tools and knowledge we needed to successfully 'green' our event, and was very easy to work with and highly customer-service-oriented. Bryan Sheehan is a true professional who knows how to transform a vision for a more eco-friendly business environment into practical solutions that yield results. I highly recommend SymbioSus Sustainability Consulting if your company is serious about wanting to reduce your environmental impact."

For more information on the Taste of MetroWest Event and the results of the greening efforts, visit <http://www.tasteofmetrowest.org/>

About SymbioSus Sustainability Consulting, Inc.

SymbioSus Sustainability Consulting, Inc. is a sustainability consulting firm that helps small to medium-sized businesses increase their profitability and competitive advantage by reducing their environmental impact. SymbioSus helps companies better understand, assess, and measure their environmental impacts, develop and implement plans to reduce negative impacts, risk, resource use, waste and cost, increase resource efficiency, productivity and profits, and measure and communicate the results. SymbioSus works flexibly to address each client's specific need, whether that is a small, pilot project, a focus in one specific area of sustainability, or a comprehensive assessment, planning, implementation, and reporting process. To learn more about SymbioSus, visit www.symbiosus.com

About the MetroWest Chamber of Commerce

The MetroWest Chamber of Commerce, headquartered in Framingham, MA, is a non-profit organization with the mission of supporting and promoting a thriving business community and high quality of life in the MetroWest region of Massachusetts. The Chamber is led by a small and active staff and a highly engaged Board of Directors made up of business people from various companies and industries within the region. Many of the activities of the Chamber are led through the work of various volunteer committees, with areas of focus including Economic Development and Strategic Alliances, a Small Business Council, a Public Policy Committee, a Creative Economy Initiative, a Women's Alliance, a Veterans Initiative, a College Student Initiative, and others. The Chamber also runs a regular schedule of networking events, such as the Good Morning MetroWest Breakfast Networking series, Business After Hours networking events, the Small Business Roundtable, and many others. In addition, the Chamber offers various business support services and runs numerous educational seminars and other events for businesses. To learn more about the MetroWest Chamber of Commerce, visit <http://www.metrowest.org>

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