



NEWS RELEASE

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MAYOR BALLARD RECOGNIZES INDIANAPOLIS SUSTAINABILITY AWARD WINNERS

INDIANAPOLIS – Mayor Greg Ballard today honored five local organizations for their unique and aggressive efforts in 2010 to advance sustainability in our community. The Indianapolis Sustainability Awards are presented annually by the City’s Office of Sustainability, the McKinney Green Initiatives Fund and the Greater Indianapolis Chamber of Commerce.

“Each of our five winners was chosen for inspiring innovation, showcasing a positive community impact, demonstrating leadership and promoting education around the principles of sustainability,” said Mayor Ballard. “I am encouraged by the outstanding work of our field of applicants. With such strong community partners, my goal to become one of the most sustainable cities in the Midwest moves closer to fruition.”

Five categories for the awards include air, land, water, energy, and reduce, reuse, recycle. The project finalists are as follows:

Air

- **IndyGo Green Initiative** submitted by IndyGo
IndyGo Green allowed the mass transportation system to utilize stimulus and grant funding to pay for new vehicles and parts that promote fuel efficiency as well as facility upgrades to increase energy efficiency. IndyGo also encouraged residents to ride an IndyGo bus through a “Go Green” in the New Year marketing and advertising campaign and other investments, which resulted in a 3.6 percent increase of passengers in 2010.

Land

- **100 Acres: Virginia B. Fairbanks Arts & Nature Park** submitted by the Hagerman Group and the Indianapolis Museum of Art
This project involved transforming 100 acres of woodlands, wetlands, a 35-acre lake and meadows situated behind the museum’s existing campus into a unique, accessible, interactive and sustainable public attraction. Since opening in June 2010, more than 100,000 people have visited the arts park, which displays achievements in sustainable engineering, construction, architecture, landscape architecture, public art and development.

Water

- **Southwest Health and Dental Center** submitted by HealthNet, Inc.
When HealthNet began renovating a 103-year-old Masonic Lodge to become its new Southwest Health & Dental Center, it incorporated green technology and innovative storm water management into its architecture. HealthNet's state of the art, eco-friendly, green community health center will be one of the first in Indiana and the nation. The center incorporates permeable pavement parking lots, bioswales, a live retention wall, 3,000-square-foot live green roof, a rain garden and water-conserving fixtures.

Energy

- **Efroymsen Conservation Center** submitted by The Nature Conservancy
The Nature Conservancy sought to build a headquarters that incorporated simple, well-known and tested energy-efficient strategies. By using these strategies, The Nature Conservancy will be able to save approximately \$10,507 per year, which can in turn be used to fund conservation work throughout the state. The Nature Conservancy hopes to receive a Platinum rating from the U.S. Green Building Council's Leadership in Energy Efficiency and Design (LEED).

Reduce, Reuse, Recycle

- **"The Perfect Pitch" Recycling Program** submitted by Indianapolis Indians
The Indianapolis Indians used "The Perfect Pitch" program during the 2010 season to recycle nearly 18 tons of plastic, aluminum and glass at Victory Field that otherwise would have been disposed of as solid waste. By placing 85 recycling containers throughout the ballpark and promoting the program through a public awareness campaign, the Indians recycled 63 percent more tonnage in a season than Lucas Oil Stadium recycles over the course of an Indianapolis Colts season.

The winners were announced at an awards luncheon today at the Indianapolis Marriott Downtown. The luncheon was hosted by green living expert Sara Snow, a Butler University graduate. Application deadlines for the 2011 Indianapolis Sustainability Awards will be announced later in 2011.

EDITOR'S NOTE: HEADSHOTS OF MAYOR BALLARD AND SARA SNOW AVAILABLE UPON REQUEST.

About SustainIndy:

Launched in October 2008, SustainIndy is Mayor Ballard's bold and innovative enterprise aimed at delivering long-term cost savings to the city, building the local economy, improving our quality of life and enhancing our environmental and public health. Its efforts are designed to aggressively move Indianapolis forward in making it one of the most sustainable cities in the Midwest. For more information on the Office of Sustainability and Mayor Ballard's vision for a more sustainable city, visit www.sustainindy.org.

About Sara Snow:

Sara Snow is a green lifestyle expert, TV host and author with a passion for healthy living and the creation of a more sustainable planet. As creator and host of GET FRESH WITH SARA SNOW and LIVING FRESH for Discovery Networks, Sara shares a message of simple, attainable green living. Sara grew up surrounded by organic gardens, compost heaps and a family with an infectious passion for green living. Her dad, Tim Redmond, co-founded Eden Foods and some of the heaviest hitters in the world of organics. Seven years into a career as an Emmy-winning television producer and news reporter/anchor, Sara left to return to her green roots and created the first U.S. eco-lifestyle TV series with practical advice on living green. On the heels of LIVING FRESH and GET FRESH, Sara released her first book, SARA SNOW'S FRESH LIVING (Bantam) and hosted BIG GREEN LIES for the Fine Living Channel. Sara is a frequent media contributor and speaker at events across the country. She currently sits on the board of directors of Indianapolis-based Organic Power Solutions, as well as boards for nonprofit groups The Organic Center and Holistic Moms Network. Learn more at SaraSnow.com.