



FOR IMMEDIATE RELEASE

Sioux Falls Launches Citywide Green Project

Sioux Falls, SD (April 21, 2008) – A group of Sioux Falls civic business leaders and public officials today announced a citywide initiative that will change the way people think about and act toward the environment. Targeting both consumers and the business community, the Green Project will seek to educate and inspire Sioux Falls residents to live greener – particularly the areas of recycling, water conservation, energy consumption and development.

At present, the city of Sioux Falls only recycles about 11% of what it could, and 40% of the waste materials in Sioux Falls' landfill are recyclable. The average business throws away 85% of its paper.

The Green Project has several components:

- **Research** – To survey the awareness of environmental issues and landscape of green initiatives among the Sioux Falls community
- **Community Awareness** – To provide information on environmental concerns and what it means for Sioux Falls
- **Education** – To inform residents of simple lifestyle changes they can incorporate to make a difference
- **Reporting** – To share progress and results with the city over the span of the campaign

In the coming months, Sioux Falls residents will see an active campaign with public events, community outreach and public service announcements. At the center of the campaign is the web site www.siouxfallsgreenproject.com, where people will find resources and tools on being green at home, work and school. The web site will also include a forum for the community to share ideas and success stories.

The Green Project is spearheaded by several Sioux Falls business leaders, working together toward a more sustainable city.

To learn more about the Green Project or become involved, contact Jeff Hanson, Lawrence & Schiller, at jeff.hanson@l-s.com or Stacey McMahan, Koch Hazard Architects, at smcmahan@kochhazard.com.

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