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# News Release

FOR IMMEDIATE RELEASE

## **The City of Lafayette receives the 2012 Community Conservation ReWard Award for environmental leadership**

**LAFAYETTE, Colo October 8, 2012** –The City of Lafayette has been named Community Conservation Leader of the year by the Center for ReSource Conservation (CRC). This award is presented to the individual or organization demonstrating outstanding leadership and creative vision toward a more sustainable future for the community and embodies the principles of conservation and environmental protection.

The City of Lafayette's vision, innovation, accomplishments, and impacts on the conservation community earned them the prestigious environmental award for 2012. Examples of the City's qualifying elements include; reducing waste at city and community events; increasing recycling and composting; becoming the first city in the state to complete a comprehensive energy audit in collaboration with the governor's office; reducing the City's annual energy costs by 25% through a \$1.2 million in energy improvement project; adding solar power to the police station, library, recreation center, wastewater treatment plant and City Hall; and embarking on a new 1 megawatt solar garden project incorporating low-income households.

The City has two strong citizen advisory committees that lead initiatives within the community; the Lafayette Energy Sustainability Committee (LESAC) and the Waste Reduction Advisory Committee (WRAC). LESAC funded the City's first electric vehicle charging station; created a Green Business Award program; funds an annual mini-grant program to educational organizations; and developed an educational Energy Corner at the library. WRAC leads many Zero Waste initiatives such as the City's annual Peach Festival, which attracts 20,000 visitors and achieves a 90% or higher diversion rate; the Oatmeal Festival, which pulls in 3,500 visitors and enjoys a 98% waste reduction rate; and the City's City Hall and Senior Center Zero Waste stations.

Water Conservation is also a top priority for the City which provides a variety of programs including: indoor and outdoor irrigation audits; Water Wise Landscaping seminars; and residential and commercial toilet rebates. Lafayette also offers its residents a number of free organic material collection events as well as an electronics recycling event. The support of an organic farm and local market top off the City's green efforts.

**About the CRC ReWards Ceremony**

Each year the CRC brings together Colorado's conservation, education, and innovation communities to celebrate common and distinct accomplishments at the ReWards dinner and awards ceremony. This event is attended by green industry leaders, government officials, and many interested in learning about our community. Rick Bolton, internationally renowned marketing expert for green businesses and best known for his work with prAna and No Fear, will be this year's keynote speaker. For details on CRC's 8th annual fundraising dinner and auction, visit: <http://conservationcenter.org/rewards>

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