



Cerebral Palsy of Westchester Receives the Charles W. Brown Jr. Sustainability Award from the Green Business Partnership

Rye Brook, NY—On Tuesday, September 15, 2020, Cerebral Palsy of Westchester received the Charles W. Brown Jr. Sustainability Award for Visionary Leadership and Commitment to Sustainability from the Green Business Partnership (GBP) at the 10th Annual Green Business Partnership Awards. According to Founder/CEO of Green Team Spirit & GBP Program Director Dani Glaser, this is “*the Green Business Partnership Program’s most distinguished honor.*” The hour-long event was held via Zoom and celebrated six award-winning organizations along with more than a decade of green business in Westchester County and New York State. CPW’s Executive Director Linda Kuck was invited to speak about the organization’s current sustainable practices and future green goals.



CPW’s Executive Director Linda Kuck posing with the Charles W. Brown Jr. Sustainability Award

The Green Business Partnership was founded in 2009 as the Westchester Green Business Challenge. Referred to around Westchester County as the *Green Team*, this membership organization provides a solution to companies that want to go green but do not have sustainability as part of their core mission. Stating, “*long before ‘going green’ was cool, we knew it was essential... and that companies would benefit as much as the environment,*” the GBP has developed tools for rating greenhouse gas emissions and promotes ways to increase efficiency and save money.

Cerebral Palsy of Westchester is a nonprofit organization that provides essential services to children and adults with disabilities throughout Westchester and Fairfield counties for the past 70 years. The organization’s green focus is uniquely agency-wide. CPW’s employees exhibit sustainable practices each day, such as utilizing reusable mugs, and conserving paper and electrical energy. More important, however, are the eco-friendly measures taken by the agency’s program participants. Participants take part in an annual gardening contest, where creativity is illustrated through uniquely crafted gardens and bird feeders made from recycled items. Recycling is promoted by the 450 staff and 1,000-plus participants alike and is exhibited through projects created each year to celebrate Earth Day.

CPW organized its own Green Committee in 2015, which has continued to provide an eco-friendly focus for the agency. In 2016, CPW received the *Outstanding Achievement Award for Organizational*

Commitment from the GBP after creating initiatives including, *You Have Been Caught Green-Handed* and *Give Up the Paper Cup*. CPW's slogan, *Green Today. . . Sustain Tomorrow*, represents the agency's effort to reduce waste, and educates staff and participants on the importance of protecting the environment with the future of the earth in mind.

What's Next? CPW's Green Committee President, Genette Gibbs, explains that the organization expects to acquire its green business certification in the coming months. The agency has moved its training programs online, installed company-wide direct deposit and is moving towards becoming paper free. Cerebral Palsy of Westchester strives to inspire other organizations to follow in its green footsteps.



Left: A student from CPW's BRIDGE School watering plants using recycled water collected rain barrel

Right: CPW's staff members showcasing their hybrid cars

For more information, contact Tia Levinson, Development and PR Coordinator, at (914) 937-3800 x353 / tia.levinson@cpwestchester.org.

Cerebral Palsy of Westchester / 1186 King Street, Rye Brook, NY 10573 / www.cpwestchester.org

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