



FINALISTS SELECTED FOR 2011 GREENEST NYER

Contest honors sustainable living, Earth Day

Grand Prize winner of the Greenest NYer contest to be announced April 30

Albany, N.Y. – The public has spoken! Following a period of open voting, three finalists have been selected from a field of ten semi-finalists to compete for the title of *2011 Greenest NYer*. For the second year in a row, I LOVE NEW YORK (<http://www.iloveny.com/>), New York State's tourism promotion agency, and EscapeMaker.com are holding a contest to celebrate those individuals who are doing their part to keep the Empire State green. "We're extremely pleased with the wide range of enthusiastic and well-qualified nominees we've received for this year's Greenest NYer contest," said Peter Davidson, Executive Director of Empire State Development, which administers the I LOVE NEW YORK campaign. "By acting as an ambassador for the state, the Greenest NYer is able to spread the word about the simple yet environmentally responsible things travelers and residents of the state can do to have a positive impact on our treasured natural assets."

Tara DePorte: For the past ten years, New York City resident Tara DePorte has helped thousands of people connect with their passions for green living through the development and "hands-on" leadership of environmental programs, from water quality and air testing to environmental leadership training. She is the founder of the Human Impacts Institute and the NYC Climate Coalition. DePorte also spreads the green word in the classroom; she is an adjunct professor of environment and sustainable development at the New School and Webster University and a lecturer at Columbia University. She is the developer of a program to provide small business owners with free consulting services on greening their businesses while saving money, and also consults with several corporations on greening their workplaces.

Link:

http://www.esd.ny.gov/PressCenter/Data/2011/042111_%20GreenestNYerFinalists.pdf