FOR IMMEDIATE RELEASE
October 20, 2017

STORYTELLING BRINGS SUSTAINABILITY INITIATIVES TO LIFE
2017 FINALISTS ANNOUNCED!

New Hampshire Businesses for Social Responsibility’s 3rd Annual Sustainability Slam

Concord, New Hampshire, October 20, 2017 – New Hampshire Businesses for Social Responsibility will present their 3rd annual Sustainability Slam, on November 2nd at LaBelle Winery in Amherst. As evidenced at the last two years’ events—it will be a dynamic evening of storytelling, where some of the state’s leading businesses bring their sustainability stories to life through fast-paced presentations that focus on content, brevity (think 90 seconds) and most importantly, FUN!

The Sustainability Slam is part of NHBSR’s Just One Thing campaign designed to recognize businesses and organizations for their environmental, community and workplace initiatives, while encouraging more businesses to get involved with Just One Thing. All it takes is just one thing to make a difference in your organization’s sustainability efforts.

Fourteen finalists have been selected by an independent judging panel, and will present their stories live in front of the audience, who will select the winning stories by using a polling app on their phone.

NHBSR is pleased to announce the 2017 Sustainability Finalists, who will compete within the categories of community, environment and workplace. New this year is a nonprofit category.
The finalists are:

**Community**
- Large company: Cirtronics & Hanover Food Co-op
- Small company: Digital Prospectors & Jewett Construction Company

**Environment**
- Large company: Coca-Cola Northern New England & Monadnock Paper Mills
- Small company: PAX World & Throwback Brewery

**Workplace:**
- Large company: WS Badger & Stonyfield
- Small company: 7th Settlement Brewery & NEMO Equipment

As a returning contender--- Jessica Kinsey of Cirtronics shares “Cirtronics is honored to be recognized for the second year as a Sustainability Slam finalist. Through the Slam, Cirtronics is able to highlight the small changes that make a significant impact on our community, environment and workplace. We hope to inspire and motivate other companies to try Just One Thing.”

Lisa Drake, Director of Sustainability Innovation at Stonyfield shares-- "We are excited to be participating in this dynamic event and look forward to hearing the great stories from all of the companies.”

“The Sustainability Slam consistently delivers valuable ideas in a quick and engaging format and provides opportunities for professionals interested in corporate responsibility to connect.” Says Michelle Veasey, Executive Director at NHBSR. “I hear from attendees year after year that this is their favorite business event of the fall.”

The Velcro Companies is the event’s Presenting sponsor for the third year in a row. The support of Slam sponsors allows the connection between ideas and action to be delivered through the Slam.

In addition to Velcro Companies’ Presenting Sponsor support, the Sustainability Slam is also supported by the following: Media Sponsors include New Hampshire Business Review, New Hampshire Public Radio and Fiddlehead Magazine. Slam Award Sponsors are Coca Cola Bottling of Northern New England, Wire Belt, Medtronic and WS Badger. Creative Director Sponsor is Gravity Group NE. Networking Sponsor: Granite River Studios. Carbon Offset Sponsor: ReVision Energy. Social Media Sponsor: Calypso Communications. Silent Auction Sponsor is Normandeau Associates. Supporting Sponsors include Image 4, Monadnock Paper Mills, and The RAM Companies.

The Sustainability Slam is a fun and exciting event being held in the beautiful setting of LaBelle Winery in Amherst on the evening of November 2nd and is open to all interested in making connections to foster more environmentally and socially responsible business in New Hampshire while having a great time! The event includes great local food and drink, fun, inspiration and expanded networks to support any business’ sustainability efforts. For more information and to register, visit www.nhbsr.org/jot.

**About NHBSR:**

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New Hampshire Businesses for Social Responsibility, a member-based, non-profit organization, convenes, inspires and supports businesses and community stakeholders to build a more sustainable and prosperous state for all. More information on NHBSR and upcoming events, resources and membership can be found at nhbsr.org.

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If you would like more information about this topic, please contact Michelle Veasey at 603-391-8471 or email at michelle@nhbsr.org.