



**For Immediate Release**

## **Cascade Engineering Sponsors Third Annual ArtPrize® Sustainability Award**

*Sustainability Expert, Susan Lyons, Joins as Juror and Speaker*

**GRAND RAPIDS, Mich., Sept. 19, 2011** – For the third consecutive year, Cascade Engineering will sponsor the ArtPrize® Sustainability Award, which is presented to the artist whose work best reflects the importance of sustainable business practices and the triple bottom line.

In a change from previous years, the company has invited, Susan Lyons, an expert in environmentally intelligent industrial and consumer products, to serve as the juror for the 2011 Sustainability Award.

Lyons is the founding principal of Susan Lyons Studio LLC, a collaborative studio based in New York City, that is dedicated to developing compelling and environmentally intelligent products. In addition to serving as juror for the 2011 Sustainability Award, Lyons will also contribute to the ArtPrize Speaker Series on Monday, Oct. 3.

The Sustainability Award was among the first juried awards in the ArtPrize competition. It was created during the 2009 event, with the mission of generating more awareness and conversation around sustainability in the West Michigan community and around the world.

“The Sustainability Award is about more than supporting an artist, it’s supporting an ideal that can have a profound impact on people and our planet,” said Kenyatta Brame, chief administrative officer and services group vice president at Cascade Engineering.

Cascade Engineering and ArtPrize’s organizations believe Lyons’ addition to the ArtPrize Speaker Series will help highlight and elevate the discussion about the relationships between sustainability and art, drawing on her investigative studies in India and extensive experience designing products and systems whose material value can be harnessed and reused.

“Cascade Engineering is committed to sustainability and our desire is to foster a rich conversation in the community about what sustainability means and how it applies to everything we do, including art,” said Christina Keller, Business Unit Leader for Triple Quest. “We are delighted to have Susan join us as juror of the 2011 Sustainability Award and bring greater awareness to the innovative practices that influence art and sustainability.”

The Speaker Series featuring Susan Lyons will be held at The Hub, 41 Sheldon Blvd. on Monday, October 3 from noon – 1:00 p.m.

### **About ArtPrize**

The ArtPrize competition is a radically open, international event, focused on expanding and broadening the conversation about art. Registered artists and venues match with one another at [artprize.org](http://artprize.org) and the public votes for the winners using mobile devices and the Web. ArtPrize 2011 will include 1,582 artists from around the world participating in the unprecedented competition that awards \$474,000 to the prize winners. Since its inception, individuals of all backgrounds have cast more than 799,000 votes for public art.

### **About Cascade Engineering**

Cascade Engineering is a manufacturer and marketer of multiple products and services supporting a variety of industries including renewable energy, automotive, commercial truck & bus, solid waste & recycling, material compounding, furniture, RFID, and material handling. The Cascade Engineering Family Of Companies is a global company with more than 1,200 employees and 14 business units. The company’s world-class engineering, technology and manufacturing allow it to provide leading-edge solutions, while maintaining a strong commitment to lean manufacturing capabilities and environmental stewardship. Cascade’s business model is rooted in diversification and innovation and a commitment to creating sustainable products and services that

contribute to the triple bottom line. Cascade has been certified by B Lab as a B Corporation, a designation that recognizes companies for their core focus on changing the world for the better through business. For more information, visit the company's website at [www.cascadeng.com](http://www.cascadeng.com).

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