



For Immediate Release

## **Cascade Engineering Challenges ArtPrize Artists with New Prize** *Cash award to be given for importance of sustainable art*

**GRAND RAPIDS, Mich., Sept. 2009** – Cascade Engineering today announced the establishment of a *Sustainable Art Award* to be offered in addition to the cash prizes given out for the top 10 artists as part of this year's ArtPrize event in Grand Rapids.

As a corporate sponsor of ArtPrize, Cascade Engineering leaders said the \$2,500 *Sustainable Art Award* was specifically created to enrich the conversation around art and sustainability. The unique category, open only to artists who are showing in the ArtPrize event, will highlight artists whose work best reflects the importance of sustainable practices among the 1,262 installations in the event.

Cascade Engineering defines sustainability as ***the philosophies and practices that allow businesses to meet the needs of the present without compromising the needs of future generations.*** The firm is a national leader in using the *Triple Bottom Line* approach to measure its sustainability goals. *The Triple Bottom Line* analyzes the three capitals created by business: social capital (benefits to employees and the community), environmental capital (reductions in ecological footprint), and financial capital (the company's economic performance). *The Triple Bottom Line* philosophy breaks the old business belief that the only purpose of business is to make money, regardless of the social and environmental impacts.

The Cascade Engineering \$2,500 *Sustainable Art Award* will be presented to the ArtPrize artist who best captures the sustainability philosophy. Entrants must submit a brief description of their work (100 words maximum), including details of how the art's theme, materials or any other aspects exemplify one or more elements of the Triple Bottom Line.

"We see ArtPrize as an incredible reboot of the conversation in our community about art and sustainability. In this case, it is beyond business; it is an opportunity to discuss sustainability's importance in all aspects of living, including art," said Steve Peterson, Cascade Engineering's executive vice president.

"As a leader in sustainability, we believe that the Triple Bottom Line drives innovation and growth and is a significant part of our success," added Kenyatta Brame, Cascade Engineering's chief administrative officer.

The descriptions and entries will be reviewed by a committee composed of Cascade Engineering employees and the winner will be announced Oct. 8, 2009.

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To enter: **Artists should submit a brief description of their work with photo(s) electronically to [artprize@cascadeng.com](mailto:artprize@cascadeng.com) by Friday, Oct. 3, 2009. The name and phone number should be included.**

**About Cascade Engineering:** Based in Grand Rapids, Mich., Cascade Engineering is a leader in the development, engineering and manufacturing of plastics solutions for multiple industries, including the automotive, industrial and solid waste markets. The company is a strong advocate for sustainable business practices that emphasize the key role business can play in building financial, social and environmental capital. For example, through its unique focus on workforce development – guiding welfare recipients toward long-term employment – Cascade has learned that becoming an "Employer of Choice" can be a powerful component of overall business strategy.

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**Contact:**

Amanda Passage  
Lambert, Edwards & Associates  
616-233-0500  
[apassage@lambert-edwards.com](mailto:apassage@lambert-edwards.com)