

## PRESS RELEASE

**CONTACT: CARLA FLANDERS**  
LAKESHORE ART FESTIVAL DIRECTOR  
MOBILE PHONE: 616-893-5459  
[artfest@muskegon.org](mailto:artfest@muskegon.org)

**NEWS RELEASE**  
FOR IMMEDIATE RELEASE  
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### Lakeshore Art Festival “Keepin’ it GREEN”

The DTE Energy Foundation announced they will be expanding their support for "Greening," or recycling programs, to Muskegon's Lakeshore Art Festival in downtown Muskegon. DTE Energy Foundation will be partnering with Schupan & Sons, one of Michigan's largest recycling firms, in an effort to provide the festival with all recyclable organic material.

"Our goal is to reduce the carbon footprint of these festivals by recycling plastic, aluminum cans, glass and other materials," said Faye Nelson, DTE Energy vice president, Public Affairs, and Foundation president. "This effort is one of the many ways in which we partner with a number of environmental organizations and government agencies to preserve, protect and sustain our state's natural resources."

Lakeshore Art Festival is providing compostable and recyclable bins to its food vendors, as well as multiple plastic/cardboard recycling locations for its exhibitors and guests to utilize. DTE will provide food vendors with biodegradable cups and Arts & Carafes will utilize biodegradable plates for their interactive children's art event. The Lakeshore Art Festival has requested that all vendors/exhibitors avoid using Styrofoam.

"Our intention is to significantly reduce the amount of waste that is generated from our event and we feel the current measures we are taking are a step in the right direction," commented Carla Flanders, Lakeshore Art Festival Director.

"It is a pleasure to partner with an environmentally responsible organization such as the DTE Energy Foundation," said Marc Schupan, CEO of Schupan & Sons. "We applaud their increased recycling efforts and are excited to expand our part in those efforts. With the need to preserve our natural resources and decrease our carbon footprint, this is a win-win all around."

#### About DTE Energy Foundation

The DTE Energy Foundation is the philanthropic arm of DTE Energy, continuing the legacy of community support and involvement of its electric and natural gas utilities.

<http://www.dteenergy.com/foundation>.

For more information on the Lakeshore Art Festival, visit the website:  
[www.lakeshoreartfestival.org](http://www.lakeshoreartfestival.org) and Facebook  
page:[www.facebook.com/LakeshoreArtFestival](https://www.facebook.com/LakeshoreArtFestival). For general information, please email  
[artfest@muskegon.org](mailto:artfest@muskegon.org). Lakeshore Art Festival will take place in downtown Muskegon on July 4  
and 5 from 10 am - 6 pm.

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#### ABOUT THE CHAMBER

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the lakeshore representing approximately 1,150 businesses and organizations. The Muskegon Chamber represents businesses of every size and type all over West Michigan. The Chamber is celebrating 120 years in operation working to sustain an environment for business success through community leadership, promotion, inclusive business advocacy and valued member services. The Muskegon Chamber is a three-time award-winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, and 2012 by the Michigan Association of Chamber Professionals.