

Blackstone River Coalition, Inc.

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Press Release For immediate release

Goretti's Supermarket Earns Recognition From *In Business for the Blackstone* Program

Goretti's, a family-run grocery business located at 1 Providence Street in Millbury, was recently recognized by the Blackstone River Coalition (BRC) and the Millbury High School Environmental Council for their participation in the ***In Business for the Blackstone*** program and commitment to protect the Blackstone River.

The Goretti's management team enthusiastically adopted the suggestions put forth by the officers of the Environmental Council and promoted by the In Business program in order to minimize the risk of trash and polluted runoff from their facility, which abuts the Blackstone River.

Mark Goretti, president of the supermarket, also took extra steps to ensure that all associates were aware of their membership in the In Business program and supported its commitment to good stewardship. Goretti, who believes that employees are the company's greatest asset, distributed a personalized letter to announce that the team would be "making a greater effort to be aware of what is going into the Blackstone River" and encourage their involvement. He also included an In Business program brochure that explains the problems related to stormwater and outlines steps that can be taken to prevent this source of water pollution.

The new practices being implemented by Goretti's management to help "achieve our goal of eliminating waste that goes into the Blackstone" include proactive parking lot maintenance, routine cleaning of storm drains, preventative measures when washing carriages, and reminding patrons to properly dispose of papers and wrappers before departing the store.

During the recognition ceremony Goretti shared that the store is proud to participate in the In Business for the Blackstone because "it's important that everyone step up and be more ecologically responsible" and he is looking forward to Goretti's becoming more river friendly. Store manager Gary Francis and controller Kathy Crewe were on hand to receive their award certificate and place the In Business decals in the store doorways.

Dona Neely, coordinator for the In Business program, was impressed with Goretti's "what ever we can do we will" attitude, as well as their commitment to the community's youth. The Millbury Junior Senior High School's Environmental Council played a key role in engaging the Goretti's involvement. President Nikki Sauber emphasizes that "the Blackstone River is such an important part of the town. Millbury was created with mills that were built on the river, hence the name. It's important for businesses to take steps to protect the beauty of the Blackstone." Council Advisor Terry Hamilton is proud to guide the group's efforts to promote In Business throughout the business community.

BRC's *In Business for the Blackstone* educates small and mid-size companies in the watershed on the detriments of contaminants in stormwater runoff and encourages the adoption of easy-to-implement good housekeeping practices that can prevent pollutants from being collected in rain or snowmelt that runs across paved surfaces and into catch basins that discharge into the nearest waterway. The program provides outreach materials, technical assistance, and public recognition to those interested in being better stewards to help make the Blackstone River "Clean by 2015." For more information, contact Dona Neely donaneely@zaptheblackstone.org or Terry Hamilton, thamilton@millbury.k12.ma.us.



Caption for included photo taken by Donna Williams

Environmental Council Advisor Terry Hamilton, Goretti's President Mark Goretti and Program Coordinator Dona Neely, center, along with other members of Goretti's management team and the officers of Millbury's Environmental Council, celebrate the store's participation in the In Business for the Blackstone program.