



Southwest Brooklyn Industrial Development Corporation
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FOR IMMEDIATE RELEASE

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An Industrial Business Community with a Conscience *First ever "Green Truck Convoy" set to roll through Brooklyn*

Southwest Brooklyn Industrial Development Corporation (SBIDC) announces the first ever Green Truck Convoy, aimed at highlighting and promoting the use of sustainable fuels and cleaner, more efficient hybrid engines among companies using trucks or buses in the New York area.

At 2:00 on Tuesday, August 10th, the Green Truck Convoy will roll through the streets of South Brooklyn. Trucks from several of southwest Brooklyn businesses utilizing green technologies and practices, including Quadrozzi Concrete, Greg's Express, Metro Fuel, and Movers Not Shakers, will start from SBIDC's Red Hook office, located at 402 Van Brunt Street, and end at Sahadi Fine Foods, located on the corner of 43rd and 1st Avenue in Sunset Park. Borough President Marty Markowitz and Councilwoman Sara Gonzalez are expected to be there when the trucks arrive in Sunset Park. Local supporting not-for-profits on board for the ride will include EWVIDCO, South Brooklyn Local Development Corporation (SBLDC), and UPROSE, an organization promoting environmental justice and sustainable practices, which will drive its own highly decorated hybrid tour bus in the procession.

"Most residents aren't aware of local businesses' pro-active stance when it comes to the environment," says John Quadrozzi, Jr., President of Quadrozzi Concrete, board member of SBIDC who envisioned and helped organize the Green Truck Convoy. "This is a fun way to demonstrate our commitment to providing essential services in the cleanest, most eco- and neighborhood-friendly way possible." Interestingly, these companies have initiated green agendas on their own, without prompting from legislation or enforcement. "We don't just work here, we live here as well," says Mr. Quadrozzi. "We share residents' concerns when it comes to quality of life issues. And we want to run our businesses in the most respectful way possible".

These cleaner technologies significantly reduce fossil fuel usage and the harmful emissions it produces. Says Josh Keller, Executive Director of SBIDC, "We want the residents of our area to know that, although truck traffic can be intrusive, many companies care deeply about the greater good of the environment and the welfare of the community. The use of sustainable fuels and hybrid vehicles is one way they show that."

Participants hope that the Green Truck Convoy will become a growing annual event.

Mr. Quadrozzi enthused, "By showcasing environmentally-responsible truck or bus transportation firms in action, we hope to encourage other companies to '**Get On The Convoy**' and show us their green colors!"

Founded in 1978, Southwest Brooklyn Industrial Development Corporation is the leading voice for industrial and business development in the Southwest Brooklyn communities of Sunset Park, Red Hook and Gowanus. Our mission is to provide advocacy and services to help Southwest Brooklyn businesses grow and create employment opportunities for local residents. We administer the City's Industrial Business Solutions Provider contract and the NY State Empire Zone program. We provide over 750 business services each year, and place dozens of local residents in local, high-quality, blue collar jobs. We also administer Commercial Revitalization programs in Red Hook, and actively engage in land use planning and community development initiatives. There are over 2,000 industrial businesses in Southwest Brooklyn, employing over 30,000 people.