

**For Immediate Release:**

April 19, 2017

**For more information, contact:**

Lynn Freida

[585-704-0872](tel:585-704-0872)

[lynn.freida@cbrands.com](mailto:lynn.freida@cbrands.com)

## **CMAC GOES GREEN IN 2017**

*~ CMAC enters partnerships with Impact Earth and JUST water to advance sustainability initiatives at the venue ~*

CANANDAIGUA, NY –Today, the Constellation Brands-Marvin Sands Performing Arts Center (CMAC) announced a new sustainability initiative for the 2017 season which will be driven by partnerships with Impact Earth and JUST water.

“We are thrilled for this new initiative that will take CMAC to the next level,” said Chris Tuttle, director of venue operations at CMAC. “Recognizing our footprint and taking these next steps in becoming a sustainable venue is important not only to us, but the artists that come through and the community that supports us.”

Impact Earth, based out of the RIT - Venture Creations Clean Energy Incubator, will provide zero waste solutions at the venue through partnerships with several local organizations including Organix Green Industries, a large-scale vermicomposting facility in Seneca Castle, Can Kings Recycling of Fairport, and Finger Lakes Community College.

“Since the discussions started, it has been truly amazing to see the collaboration and partnerships form around this initiative,” said Robert Putney, Co-Founder & CEO Impact Earth. “One of the things we are most excited about, is the partnership we have developed with student volunteers at FLCC. These volunteers will be able to make an impact right on their campus -- in a pretty cool setting.”

In addition to the zero waste solutions provided by Impact Earth, CMAC has also entered a partnership with JUST water, a sustainable, paper-based bottled water sourced from the base of the Adirondack Mountains outside of Glens Falls, NY with a unique set of influencers with ties to the music and entertainment industry. JUST was created by Jaden Smith, son of Will & Jada Smith, Drew FitzGerald and a group who came together to drive social and environmental impact through business.

“Both JUST and CMAC have a commitment to improving our communities,” said Drew FitzGerald, Co-Founder, JUST water. “This relationship just made sense. CMAC has really taken a leadership role in the space by striving to reduce their overall carbon footprint. It is partnerships like this one, that will push others to consider new, available, alternatives to reduce their overall impacts as well. We are very proud partners.”

JUST water will be for sale throughout the venue during the 2017 season.

“As much as we love our CMAC red, we are excited for CMAC to go green,” said Ginny Clark, president and executive director of CMAC. “We can’t wait to welcome Impact Earth and JUST water to the CMAC family. These partnerships truly connect the dots and will help us do our part in making sure the stars shine brightest at CMAC.”

More information can be found at [www.cmacevents.com](http://www.cmacevents.com), [facebook.com/CMACfan](https://www.facebook.com/CMACfan), Twitter & Instagram (@CMACEvents) and on the CMAC app available for download in the iTunes App Store and GooglePlay.

**About Impact Earth** Founded by Robert Putney, Jr. and Elizabeth Carey, Impact Earth is a zero-waste solutions company based out of Rochester, providing individuals, businesses, and event planners with personalized training on zero waste and sustainable practices. A part of the Rochester Institute of Technology's business incubator, Impact Earth has quickly made a name for themselves throughout Rochester and the Finger Lakes region, working with various restaurants, community festivals, music venues, farmers markets and school districts to implement zero waste policies, education, and processes within each organization.

For more information on Impact Earth, please visit: <https://www.impactearthinc.org>

**JUST** delivers everyday products that are responsibly sourced and made for improved environmental and social impact. A diverse group of impact investors, artists, and members of the science and innovation community came together to form JUST and support the launch of its first product, JUST water. JUST water is 100% spring water ethically sourced from Upstate New York, where water is abundant. The JUST water bottle offers a 74% reduction in CO2 emissions compared to traditional plastic bottles. For more information, please visit [www.justwater.com](http://www.justwater.com).

**The Friends of Constellation Brands-Marvin Sands Performing Arts Center (F-CMAC)** is a New York not-for-profit, 501(C)(3) organization. Your contribution supports our mission to improve the quality of life in our community through culture, education and the arts.

