

**FOUNDATION
FOR
NEW YORK'S
STRONGEST**

FOR IMMEDIATE RELEASE
CONTACT: Vito A. Turso/Belinda Mager
646-885-5020

September 7, 2016
www.nyc.gov/strongest

DSNY's Foundation for New York's Strongest Launches at New York Fashion Week

Foundation & Designer Heron Preston Cohost Event Bringing Attention to Zero Waste

The NYC Department of Sanitation's nonprofit **Foundation for New York's Strongest, Inc.** and designer and artist **Heron Preston** are collaborating in UNIFORM, a new clothing collection featuring repurposed uniforms and upcycled items honoring the Sanitation Workers who serve New York City with dignity – and highlighting DSNY's sustainability initiatives. The clothing will be on display at the DSNY's Spring Street salt shed tonight.

Preston's collection raises awareness for **0x30**, the Department of Sanitation's call to action, leading New Yorkers to send zero waste to landfills by the year 2030. A portion of the proceeds generated by sales of the UNIFORM collection will support the Foundation's goals: educate New Yorkers about the importance of environmentalism; emphasize the critical service Sanitation Workers provide; and ultimately create a DSNY museum.

"UNIFORM honors the dignified men and women who proudly protect New Yorkers' health and safety," said **Sanitation Commissioner Kathryn Garcia**. "Too often, our heroes are unsung – and the Foundation's partnership with Heron is a powerful celebration of our dedicated Sanitation Workers who serve New York City every day."

Preston approached DSNY and the Foundation for New York's Strongest with the collaborative idea after swimming in Ibiza where a stray plastic bag grazed his arm, sparking a realization. After feeling disenchanted with street wear and its vacant messaging, the idea of designing clothing related to a service-oriented workforce appealed him. A brush with garbage was exactly the breakthrough he needed. As Preston learned about the Department of Sanitation's role in the preservation and function of the city, he saw an opportunity to use the Department's dynamic iconography archives in a way that was aesthetically interesting – and substantive.

"While supporting Sanitation's mission to keep New York City healthy, safe and clean, the Foundation is exploring new and creative ways to raise awareness of sustainability and DSNY's workforce, such as co-hosting this Fashion Week event that celebrates our employees and supports zero-waste," said **Elizabeth Balkan, Policy Director and Senior Advisor to the Sanitation Commissioner, and Executive Director of the Foundation for New York's Strongest**. "This Foundation launch during Fashion Week sets the tone for what's to come: promoting sustainability, strengthening respect for DSNY's uniformed public servants, and one day establishing an engaging museum to celebrate DSNY's rich history and zero-waste future."

This collaboration would not be possible without the work of Kristine Smith, Sydney Reising of Sydney Reising Creative and generous supporters.

“Launching a new Foundation and clothing line that celebrates New York City and its Sanitation Workers has been an incredible opportunity,” said **Kristine Smith, Executive Producer of the UNIFORM Fashion Week event and CEO of 22Twelve**, a firm that produces large-scale events. “Promoting sustainability, supporting our city, and sharing cutting-edge fashion concepts is a great way to kick off Fashion Week.”

“As a mission-driven company focused on zero waste, Eco-Products is proud to support organizations that keep materials out of landfills and promote careful consideration of the products used, where they come from, and what happens to them at end-of-life,” said **Sarah Martinez, Eco-Products Sustainability Maven**. “The work by the Foundation for New York’s Strongest to rethink the intersection of fashion and sustainability is a great example of innovative thinking on managing society’s environmental impacts.”

“Goodwill NYNJ is proud to sponsor the inauguration of DSNY Foundation. Goodwill NYNJ gives a second life to discarded products and supports zero waste. Keeping 117 million pounds of usable goods out of local landfills and contributing to the well-being of the environment while creating local jobs is the focal point of fulfilling our mission,” says **Katy Gaul-Stigge, President & CEO of Goodwill NYNJ**.

“We are proud to support the zero-waste mission,” said **Bruce Schneider, Co-founder & Managing Partner, Gotham Project**. “Sustainability is aligned with our commitment to providing a better glass of wine, on tap, without using glass bottles – and since 2010, the Gotham Project has kept more than 600,000 glass bottles from reaching the New York City’s waste stream.”

“At Housing Works, we are always mindful of the importance of being sustainable,” said **Cheryl Grimm, Vice President of Thrift Retail at Housing Works**. “By teaming up with the NYC Department of Sanitation’s Foundation for New York’s Strongest and fashion designer Heron Preston, 200 t-shirts that Housing Works donated were upcycled into beautiful pieces of clothing. It’s out-of-the box, it’s eco-conscious, and it’s a fun and fashionable way to demonstrate sustainability.”

“Juice Press is thrilled to be a part of a socially and environmentally thoughtful project. We are always striving to learn more ways to support sustainability,” said **Marcus Antebi, Juice Press CEO & Co-founder**.

“Just Salad is a proud supporter of the Foundation for New York’s Strongest and its zero-waste mission,” said **Nick Kenner, CEO of Just Salad**. “We’re flattered that DSNY recognizes our commitment to sustainability, and as New York’s healthiest and most eco-friendly restaurant group our reusable salad bowls keep more than 75,000 pounds of plastic from landfills each year. We’re proud to be a model of how a local business can work with customers to make a positive impact on the environment.”

“As a long-time sustainability partner of the NYC Department of Sanitation, the Lower East Side Ecology Center is pleased to support the launch of DSNY’s Foundation for New York’s Strongest,” said **Christine Datz-Romero, Executive Director of the Lower East Side Ecology Center**. “Last year alone, the Ecology Center collected more than 1 million pounds of unwanted electronics from across the city to protect our environment, give new life to refurbished items – and provide artists with materials to upcycle. We look forward to working with the Foundation in future creative endeavors to protect our environment and support the Sanitation workforce.”

“As the only paper mill operating in the five boroughs, Pratt Industries is New York City’s best kept secret. Using only New Yorkers’ recycled paper to produce pizza boxes and other products, Pratt saves the equivalent of 20,000 trees each year,” said **Michael Altobelli, Pratt Industries’ Northeast Recycling General Manager**. “Because we share the same zero-waste goals as the Foundation of New York’s Strongest, supporting the UNIFORM event is a natural match.”

“Sims Municipal Recycling is pleased to participate in this inaugural event for the Foundation for New York’s Strongest. The men and women of the NYC Department of Sanitation are the critical link between the city’s 8.5 million residents and the recycling economy, and we are delighted to recognize their role in a sustainable future for our city,” said **Thomas Outerbridge, General Manager of Sims Municipal Recycling**.

About Heron Preston

Heron Preston is obsessed with breaking rules and selling new ideas. Preston, who functions as an artist, creative director, designer, and DJ, continuously experiments with innovative ideas leveraging creativity and technology while also working in the areas of fashion design and art. HPC TRADING CO., Preston’s conceptual e-commerce launched by Preston in February of 2016, is a platform created by Preston dedicated to showcasing a series of self-made art objects alongside rare collaboration pieces. In September 2016 Preston will reveal a new series of collaboration pieces in partnership with DSNY, the NYC Department of Sanitation.

About the Foundation for New York’s Strongest

The Foundation for New York’s Strongest is a nonprofit organization dedicated to the work of the New York City Department of Sanitation. The Foundation, established in 2016, aims to educate New Yorkers in protecting our environment, highlight DSNY workers’ service and commitment in keeping New York City healthy, safe and clean, and one day, create a new, educational DSNY museum.