FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR IMMEDIATE RELEASE: April 29, 2019
Frost Valley YMCA

Frost Valley YMCA Preserves the Beauty of the Catskills with its 14th Annual Staff Roadside Cleanup

CONTACT: Amanda Hinski, Chief Marketing Officer
TEL: (845) 985-2291 x383 **EMAIL:** ahinski@FrostValley.org

CLARYVILLE — As a leader in environmental education and stewardship, Frost Valley YMCA is honored with the incredible responsibility of maintaining the picturesque beauty of the Catskill Mountains. Now in it's 14th year, Frost Valley's annual staff litter cleanup demonstrates its commitment to the environment and the local community.

On April 23, 2019, 50 Frost Valley staff members rolled up their sleeves to collect 35 bags of trash along 14 miles of Frost Valley Road in addition to the fields, forests, and waterfronts on its main camp. The annual clean up effort was initiated by Frost Valley CEO, Jerry Huncosky, in 2006 as a way of giving back to the community and preserving the pristine wilderness that makes the Catskills a natural attraction for visitors and locals alike.

The annual staff roadside cleanup is just one of Frost Valley's numerous sustainability practices, many of which have earned it a Silver tier Green Concierge Certification through Hospitality Green. The Green Concierge Project works with tourism and lodging facilities throughout the U.S. to help improve their economic vitality and their sustainable business practices without compromising service delivery or customer satisfaction.

In addition to using only locally produced and responsibly sourced food from the farm on its East Valley camp and milk and ice cream from Ronnybrook Farm Dairy, Frost Valley has been composting all of its food waste on site since 1990. Over 400 recycling bins were recently added, along with 100 educational signs, promoting recycling throughout the camp at both its main and East Valley sites.

"As an environmental education facility, as well as an outdoor recreational facility, we believe that it is our responsibility to be good stewards of our natural resources," says Jerry Huncosky, Frost Valley CEO. "Frost Valley has adopted a five-year strategic goal of reducing our overall carbon footprint by 25%, and I'm so proud of the many ways our staff helps us work towards this goal while also preserving the beauty of the Catskills."

Frost Valley is a values-driven organization that fosters youth development, healthy living, and social responsibility through outdoor educational and recreational programs for all. Read more about Frost Valley's sustainability practices at frostvalley.org/sustainability.

About Frost Valley YMCA Frost Valley YMCA is a values-driven organization with a mission to foster youth development, healthy living, and social responsibility through outdoor educational and recreational programs for all. Located in the heart of the Catskill Mountains, Frost Valley provides year-round access to nature and fun through programs such as summer camp, adventure trips, farm camp, equestrian programs, group and family retreats, family weekends,

school trips, teambuilding and more. Frost Valley, a not-for-profit organization chartered through the YMCA of the USA, is guided in this pursuit by its core values which serve as pathways for guests as they bond with nature and each other: Caring, Community, Diversity, Honesty, Inclusiveness, Respect, Responsibility, and Stewardship.

- ### -

Photo: Frost Valley's Staff Litter Cleanup.jpg
Caption: Frost Valley YMCA staff members collected over 35 bags of trash and debris on April 23, 2019 as a part of its annual staff roadside cleanup.