



**FOR IMMEDIATE RELEASE:  
April 1, 2010**

**Contact: Mac Daniel  
617-954-2430**

**MCCA LAUNCHES CONVENTIONS C.A.R.E. PROGRAM**  
**Community Assistance by Responsible Events donated & recycled  
more than 1 ton of material in pilot event**

The Massachusetts Convention Center Authority (MCCA) today announces the launch of its Conventions C.A.R.E (Community Assistance by Responsible Events) program, which donates non-perishable items from convention center events to non-profit organizations throughout Boston.

The program benefits show exhibitors, the convention centers and local non-profits. Exhibitors are saved the time and expense of shipping unneeded goods after a show ends, while local non-profits benefit from useful donations, like boxes of toiletries or office supplies. The MCCA and its partners in turn help divert these items from local landfills. The program is taking place at both the Boston Convention and Exhibition Center and the John B. Hynes Veterans Memorial Convention Center.

“This is yet another program that reinforces our commitment to running green facilities and social responsibility,” said James E. Rooney, MCCA executive director. “From composting our food waste with a local farm to turning off our escalators and lights during slow periods, we try to do our part. Now, though Conventions C.A.R.E., we stay green and give back to our community at the same time.”

Clean, usable, non-perishable donations are placed in bright blue bins at the end of an exhibition. The MCCA and its partners then assign and arrange the transport of these items to local non-profits. Common donation items include office products, medical supplies, convention bags, clothing, toiletries, and classroom materials.

The program was piloted during January’s Yankee Dental Congress at the BCEC. More than 1 ton of material -- including 8,400 show bags, 2,746 toothbrushes, and 131 boxes of latex gloves -- were donated to four local non-profits. It is estimated that the value of the Yankee Dental donations were worth more than \$8,000.

The organizations that received these items included Julie’s Family Learning Center, a community-based family support and education program; Youth Enrichment Services, a program aimed to engage urban kids in positive outdoor recreation; the Gavin

Foundation, a program that provides services to individuals and their families who suffer from alcohol and drug addiction; and Extras for Creative Learning, an organization that helps stimulate creative learning and help children awaken their creative potential in education and play through the use of reusable, recycled and surplus materials.

“As a small non-profit, serving vulnerable women and children, we struggle to meet their needs with our limited budget,” said Robert D. Monahan, director of operations at Julie’s Family Learning Center. “Donations from the Yankee Dental Congress not only provide needed supplies to our families, but they also help to preserve our resources during these challenging times.”

The Conventions C.A.R.E. program was also piloted at the Teachers of English to Speakers of Other Languages, Inc. International Convention, as well as the Boston Gift Show, both held in late March. The program will also take place at the Down to Earth Sustainable Living Expo at the Hynes from April 9 – 11.

This new program would not be possible without the support and cooperation of show management, show exhibitors and the MCCA’s partners: Brede Exposition Services, Champion Exposition Services, Freeman, Global Experience Specialists, JCALPRO, Inc., and Teamsters Local 82.

In addition to assisting the non-profits during January’s Yankee Dental Congress, the MCCA also recycled 17.4 tons of paper, cardboard and rug material through the organization Save that Stuff, Inc., whose mission is to provide cost-effective alternatives to traditional waste disposal. This and the Conventions C.A.R.E. program are a part of the MCCA’s overall green initiative, which includes a myriad of practices such as the use of biodegradable utensils and the composting of food waste at a Hamilton, MA farm.

***About the Massachusetts Convention Center Authority (MCCA)***

*The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In 2009, the MCCA hosted 208 events at the BCEC and the Hynes with 714,128 attendees, generating 521,556 hotel room nights and \$420 million in economic impact for Greater Boston.*

###