



Environmental Research & Education Foundation

Lighting a path to sustainable waste management practices

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Hi-res images available upon request

Environmental Research and Education Foundation Unveils New Logo

The Environmental Research and Education Foundation (EREF) has developed a new logo with a design that more accurately reflects the foundation's mission to fund and direct scientific research and educational initiatives for waste management practices to benefit industry participants and the communities they serve.



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The updated logo incorporates the EREF acronym with the profile of a head with a tree growing inside it and branching off as if a brain. The logo colors are green and black. The new image is accompanied by EREF's new tagline – "Lighting a path to sustainable waste management practices."

The redesign is part of a larger strategic effort to increase awareness of EREF's research and education in the waste industry. The foundation plans to triple its communications efforts in 2011, to include targeted messages focusing on research projects and scholars, technical research updates and an increased presence at industry and public events.

"The new logo design promotes the knowledge of environmental issues that EREF's research and education initiatives provide," said Pat Carroll, President of Environmental Solutions Group and Chairman of the EREF Strategic Planning Committee. "EREF is dedicated to increasing awareness of the foundation and the value it adds to the solid waste industry."

EREF is a 501(c)3 class charity that funds and directs scientific research and educational initiatives for waste management practices to benefit industry participants and the communities they serve. For more complete information on EREF funded research, its scholarship program and how to donate to this great cause, visit www.erefdn.org.