



## **FOR IMMEDIATE RELEASE**

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## **IMPACT EARTH ACQUIRES COMMUNITY COMPOSTING**

***Now Servicing Monroe County and Beyond***

**Rochester, NY - January 4, 2021** — Effective 1/4/21, Impact Earth Inc., a Rochester-based zero waste solutions company founded in 2014, has acquired and is taking over operations of Community Composting, a local composting company. The merger expands Impact Earth's footprint in providing cost-effective diversion of wasted food and other compostable products from landfills (composting) for residential and commercial customers in Monroe County and beyond.

The organizations first partnered at the Brighton Farmers Market in 2014, and since then worked together to co-market services whenever possible and to build momentum for sustainability. Combined, the companies have diverted close to 4 million pounds of organics from the landfill.

The curbside composting service is available on a weekly or biweekly basis, with an annual subscription available. Customers may elect to utilize the market composting service available at local farmers markets or co-ops including Rochester Public Market on Saturdays 6AM - 2PM, Lori's Natural Foods Center, Abundance Food Co-Op, and #Hydro Inc. Businesses can sign up for the commercial pick up service. Current commercial customers include municipalities, restaurants, bakeries, school districts, commercial properties/offices, and multi-family residential buildings.

Since 2014, Impact Earth continues to expand its team and services. Beyond composting, the company offers the following: environmental education, lifestyle products/packaging, and consulting services. Lifestyle products are available online at [impactearthroc.com/lifestyle](http://impactearthroc.com/lifestyle) and at retail locations like Eastview Mall and at the Rochester Public Market. Consulting services range from waste audits, to policy and/or program development, to feasibility studies and sustainability/climate action plans with clients spanning multiple industries such as the City of Rochester, City of Canandaigua,

CMAC, and Corning. In 2020, they were awarded the 2020 Rochester Museum and Science Center's STEM Catalyst Award in the Sustainability/Agriculture/Food Production category.

The innovative company, with offices on Brighton Henrietta Townline Road, plans to continue to expand in 2021 and is focused on growth and expanding services. The coronavirus pandemic has had a detrimental effect on many small businesses in the Rochester area (as well as across the country), and has required the team at Impact Earth to pivot as a company to react to current community needs. Impact Earth saw an opportunity in the acquisition of Community Composting.

*"The acquisition of Community Composting grants Impact Earth the ability to reach more people to expand our greater collective impact as a community," said Robert Putney, Founder & CEO of Impact Earth. "We are dedicated to ensuring individuals and businesses have the opportunity to learn and engage in diversion efforts, and are thrilled for this opportunity to greater service our community and our planet."*

Impact Earth will continue monthly drives to support various organizations and causes across Rochester. With a mission to reduce single-use consumption and divert materials from the landfill, the organization truly believes in the power of individual and collective action for a better community. For more information on Impact Earth, visit the website at [impactearthroc.com](http://impactearthroc.com), email at [support@impactearthroc.com](mailto:support@impactearthroc.com), or call 585-315-0160. Interviews are available upon request.

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**About Impact Earth Inc.**

Founded in 2014, Impact Earth Inc. is a mission-driven for profit company located in Rochester, NY. Impact Earth serves the greater Rochester and Finger Lakes Region as the one stop shop for zero waste services and products. The organization is committed to reducing single-use consumption and the diversion of wasted food and other compostable materials from landfills. Through partnerships with like-minded community organizations, Impact Earth is working to build a future where communities thrive within a new circular economic model where all people, resources, and the planet are valued. Learn more at [impactearthroc.com](http://impactearthroc.com) or contact the team at [support@impactearthroc.com](mailto:support@impactearthroc.com).

