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Businesses Race to Best Practices in Green through the NASCAR Green/E3 Challenge

North Carolina Manufacturers to Compete for NC E3 Sustainability Award

NORTH CAROLINA (Sept. 20, 2012) — E3: Economy, Energy, Environment; the Environmental Protection Agency; and NASCAR Green are working together to encourage businesses to operate in a green and sustainable fashion by creating the **NASCAR Green/E3 Challenge**. Local manufacturers participating in the North Carolina E3 program (NC E3) will be eligible to compete by demonstrating the changes each has implemented to become more sustainable. Participating manufacturers will compete for the NC E3 Sustainability Award to be bestowed in spring 2013.

Currently, more than 30 manufacturers throughout the state of North Carolina qualify for this unique challenge. The NC E3 program assists manufacturers in operating in a more efficient, competitive and sustainable manner, ultimately resulting in a more profitable business. E3 manufacturers participate in assessments and training and are provided with recommendations on how to reduce their environmental impact, improve efficiency, generate measurable cost savings, and support sustainability education and awareness.

"EPA applauds the leadership of the State of North Carolina and NASCAR to advance sustainable manufacturing through their E3 Challenge," said Jim Jones, EPA Acting Assistant Administrator for the Office of Chemical Safety and Pollution Prevention. "We are pleased that the Memorandum of Understanding EPA signed with NASCAR in May will help encourage manufacturers to save money, increase productivity, reduce the use of energy and materials, create jobs, and better position their businesses to compete in the global marketplace."

The winner will be selected by a review committee of E3 partners, including NASCAR Green, Duke Energy, the EPA, US Department of Commerce's Manufacturing Extension Partnership, and the NC Department of Commerce. The Challenge begins at the end of this month, continuing through March 2013.

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About E3: Economy, Energy, Environment

E3: Economy, Energy, Environment supports sustainable manufacturing. It is supported by six federal agencies: the U.S. Department of Commerce, the U.S. Environmental Protection Agency, the U.S. Department of Labor, the Small Business Administration, the Department of Energy and the U.S. Department of Agriculture.

Since 2009, E3 North Carolina, administered by the Industrial Extension Service at NC State University, has grown statewide with a grassroots, community focus. Today the effort is a model for other states to follow. Each E3 community team is comprised of industry advocates who work together to identify manufacturers who benefit from a "tune-up." Manufacturers who participate receive [technical assessments](#) that encourage the adoption of world class business practices and highlight opportunities to improve process efficiency, environmental stewardship, energy efficiency, and worker safety.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR races are broadcast in more than 150 countries and in 20 languages. In the U.S., races are broadcast on FOX, TNT, ABC/ESPN/ESPN2, SPEED, MRN Radio, PRN Radio and SiriusXM Satellite Radio. NASCAR fans are among the most brand-loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as three international series. Also part of NASCAR is Grand-Am Road Racing, known for its competition on road courses with multiple classes of cars. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada, Mexico and Europe. Based in Daytona Beach, Fla., NASCAR has offices in eight cities across North America. The next NASCAR Sprint Cup Series race, the Sylvania 300, will air September 23 on ESPN at 1 p.m. ET. For more information on NASCAR Green visit www.NASCAR.com/Green and @NASCARGreen.