



FOR IMMEDIATE RELEASE

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Shoppers invited to celebrate Sustainable Designation of small businesses in Millvale during December 3 Cash Mob

*“Cash Mob” takes place during Millvale’s Yuletide Tour & holiday tree lighting
Millvale recently achieved Platinum level in the Sustainable PA Community Certification program, the highest performance level*

(Pittsburgh, PA – November 30, 2016) This Saturday, December 3, Sustainable Pittsburgh and the Business Association of Millvale invite individuals to shop and celebrate the Sustainable Small Business Designation of 17 businesses in the Borough during a Cash Mob! The Cash Mob, which is slated to occur between 1:00 pm and 5:30 pm, is happening in conjunction with Millvale’s Yuletide Tour and holiday tree lighting. Sales, sleigh rides, performances and raffle prizes are all part of the festivities.

Shoppers interested in participating in the Cash Mob should pick up a “passport” at Millvale Library. Visit participating businesses with the passport to collect stickers. Each sticker means one entry into a raffle for various prizes!

Sustainable businesses manage and operate in ways that simultaneously are good for their bottom line, the environment, and the social fabric of their communities. The [Southwestern PA Sustainable Small Business Designation](#), one of Sustainable Pittsburgh's award winning performance programs, recognizes small businesses that incorporate sustainable practices as their strategy for success.

“With a stated goal of developing a green business district within Millvale's EcoDistrict Plan, the community's partnership with Sustainable Pittsburgh is one of the ways we are working towards accomplishing that goal,” said Zaheen Hussain, Millvale Sustainability Coordinator. “The businesses who have taken steps to become more sustainable alongside the community are truly leaders in the community, and we hope more residents and businesses follow suit.”

The Millvale Cash Mob is the sixth cash mob hosted by Sustainable Pittsburgh’s Champions for Sustainability network. Over 200 establishments have earned the Sustainable Small Business Designation in 35 communities around the region. Individuals are encouraged to visit them all for their shopping needs!

More information on the December 3 Cash Mob is available at: <http://c4spgh.org/cash-mob-millvale/>. The Facebook event is found via facebook.com/SustainableSmallBizSWPA. For questions, contact Anastasia Stolz at 412-258-6652 or astolz@sustainablepittsburgh.org.

Below is a list of Sustainable Small Businesses (and their corresponding levels of achievement) participating in the December 3 Cash Mob in Millvale Borough.

GOLD

[Rolling Pepperoni](#) - 1 Pamela Drive

[Salon 22](#) - 227 North Avenue

SILVER

[Asgard Raw Dog Food](#) - 14 Sedgwick Street

[Atkinson Beer Distributor](#) - 315 North Avenue

Ceney Electronics - 320 Grant Avenue

[Cousins Lounge](#) - 203 Grant Avenue

[Esther's Hobby Shop](#) - 219 North Avenue

[Graph X Printing](#) - 323 Stanton Ave

[Hahn Funeral Home & Cremation Services Inc](#) - 123 North Avenue

Jack's Video - 316 Grant Avenue

[Medicap Pharmacy](#) - 225 Grant Avenue

[Millvale Library](#) - 213 Grant Avenue

[Nova Café](#) - 224 Grant Avenue

[One Stop Creative Shop](#) - 501 Grant Avenue

[Sorg Law Office](#) - 201 Grant Avenue

[Tupelo Honey Teas](#) - 211 Grant Avenue

STRIVER

Millvale Diner, 307 North Avenue

Recently Millvale Borough achieved Platinum level via the Sustainable Pennsylvania Community Certification program. Coordinated by Sustainable Pittsburgh and the Pennsylvania Municipal League, this program is intended to bring recognition to municipalities that are applying the policy and practice of sustainability as their way of operating in order to advance community prosperity. It also serves as a mechanism

for sharing best practices for creating a more sustainable Pennsylvania. Platinum Certification is the highest performance level. To learn more about this program, please visit <http://www.sustainablepacommunitycertification.org>.

Champions for Sustainability (C4S), a network for sustainable business solutions, brings together companies large and small to put sustainability into practice. A program of Sustainable Pittsburgh, C4S provides value via education, technical assistance and consulting on operational needs, and serves as a catalyst for new enterprise and innovation for cementing the business case for sustainability.

A 501(c)(3) nonprofit, **Sustainable Pittsburgh (SP)** affects decision-making for the Pittsburgh region to integrate economic prosperity, social equity, and environmental quality as the enduring accountability, bringing sustainable solutions for communities and businesses.

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