



**TSB | TRI-STATE
BIODIESEL**

531 Barretto Street
Bronx, NY 10474
Phone: 718.860.6600
Fax: 718.860.6610
info@tristatebiodiesel.com
www.tristatebiodiesel.com

Contact: Yiyi Zhang
yiyi@tristatebiodiesel.com;
718.860.6600

LOCAL BIODIESEL COMPANY SEEKS TO TACKLE GROWING AIR POLLUTION PROBLEMS ON THE UPPER EAST SIDE

Industry leader Tri-State Biodiesel, partners with Upper Green Side to reduce pollutants in some of New York City's most polluted zips.

(NY, NY) - A Health Department report identifying the Upper East Side as home to some of the City's worst air shocked many New Yorkers, but not Brent Baker, CEO of Tri-State Biodiesel. "The community air survey cited the area's boilers and hot water heaters as principal sources of pollution," Baker said, "And I am not surprised. Start with the neighborhood's density of buildings that burn petroleum-based fuel, then add high volume car and truck traffic and you get a pretty toxic mix."

For Baker, the solution is simple: affordable, blended biodiesel fuel at competitive prices. His company, Tri-State Biodiesel (TSB) has been providing this product to New Yorkers for over 3 years, with an annual, exponential growth of its customer base.

TSB's biodiesel couldn't be much greener, given that its main ingredient is recycled cooking oil collected from New York City restaurants - including an ever increasing number located on the Upper East Side.

Buildings that replace petroleum-based fuels with TSB biodiesel not only reduce airborne toxins by 90% (and environmental pollutants by 78%), but also dramatically cut the percentage of pollutants deposited in the city's waste-water stream.

Baker's latest move is a newly-forged partnership with the Upper East Side's local environmental organization, Upper Green Side, sponsor of area electronic recycling, its two Greenmarkets, and determined transportation advocate. Their shared mission: get the word out to UES landlords and co-op boards, including some on Mayor Bloomberg's, that switching to biodiesel will result in a significant improvement in local air quality.

"That Health Department report should serve as a lightning rod for community action," says Baker. "Tri-State Biodiesel and Upper Green Side are determined to make a real impact on an area of obvious need." He adds, "And we owe it to our kids who are currently breathing polluted air."

The campaign will formally launch in February with a Tri-State Biodiesel/Upper Green Side press conference in which Upper East Side Community residents and local officials will be active and valued participants.

For more information on this event contact Tri-State Biodiesel Communications Coordinator Yiyi Zhang at 718-860-6600 or yiyi@tristatebiodiesel.com

About Tri-State Biodiesel (TSB):

TSB is a national company focused on the development and implementation of urban-based biodiesel fuel from sustainable sources such as used restaurant oil. TSB believes that the use of sustainably produced biodiesel - in combination with demand reduction measures such as mass-transit and transportation alternatives and in concert with technological advances such as diesel hybrids and light rail systems - can create an America that is both energy independent and sustainable. In 2009, TSB was honored with the Social Venture Network's (SVN) Innovation Award for CEO Brent Baker's work in maintaining "triple bottom line" principals at the company.

For more information on the company please visit: <http://www.tristatebiodiesel.com/>

About Upper Green Side:

Founded in 2006, Upper Green Side is a 501 (c)(3) all volunteer, non-profit organization promoting awareness and grassroots action on local environmental issues on the Upper East & West Sides of Manhattan such as local food, progressive transportation, energy efficiency, and waste reduction. Its mission: Build a healthy, sustainable community and environment not only for our own well-being, but for generations to come.

For more information on Upper Green Side's efforts to make New York a greener place, please visit <http://www.uppergreenside.org>.