

# market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



## JavitsCares

December 2018

The Javits Center has launched a new community-focused program called *JavitsCares* that facilitates the donation of various goods and materials from events and exhibits held at the convention center throughout the year.

As the busiest convention center in the United States, the Javits Center hosts more than 175 events and nearly 40,000 exhibiting companies a year, and with so much activity, its staff is focused on improving its sustainability by determining new ways to reduce waste, conserve energy and improve the quality of life for all of its neighbors.

Under *JavitsCares*, staff at the Javits Center work closely with event organizers and exhibitors to identify, secure and transport a wide range of items left behind following the successful conclusion of events at the convention center on Manhattan's West Side. These items, such as furniture, household products and construction materials, are typically purchased only for use during a particular event and can be repurposed with a donation to non-profit organizations and

community groups throughout the New York region.

Several events already have their own donations program in place, and the Javits Center seeks to build on that success by launching this new program and giving these items a second chance. For example, in December 2018, members of the Javits Center's Environmental Solutions department helped to coordinate the scheduled donation of 50,400 pounds of fruits and vegetables from the recent New York Produce Show and Conference to City Harvest, the largest food rescue organization in New York City.

JavitsCares is the latest part of the Javits Center's award-winning sustainability program, which has reduced the building's energy consumption by 26%, created a unique wildlife habitat on its nearly 7-acre green roof and harvested honey from rooftop bee hives.

Event organizers who have an existing donation program or are interested in creating one at the Javits Center can reach out to our Vice President of Event Solutions and Set-Up Michael Ruberry at (212) 216-2007 or [mruberry@javitscenter.com](mailto:mruberry@javitscenter.com).

