

## **MEDIA CONTACT**

Anthony Cline

[acline@carpetrecovery.org](mailto:acline@carpetrecovery.org)

[706.428.2127](tel:706.428.2127) (office)

[706.581.1804](tel:706.581.1804) (cell)



### **Carpet America Recovery Effort Names Chairman of the Board**

*Brendan McSheehy of Universal Fibers to lead CARE Board of Directors*

**SEATTLE** – May 7, 2014 – Carpet America Recovery Effort (CARE), the primary non-profit organization charged with advancing market-based solutions for carpet recycling and landfill diversion, has named Brendan McSheehy as chairman of its board of directors. The announcement was made during the organization’s 12<sup>th</sup> annual conference, held in Seattle on May 7-8.

“Our organization is challenged with approaching the multi-stakeholder dynamics of our industry, and produce long-term solutions for carpet recovery and recycling,” said McSheehy. “CARE has set ambitious goals and objectives, and I hope to offer the leadership necessary to put credible mechanisms in place to reach our mission.”

McSheehy has participated on CARE’s board of directors since 2006, previously serving as vice chair and treasurer. He has 38 years of experience in the textile industry, and has been actively involved in carpet fiber recycling since 1993. He has worked with Bristol, Virginia-based Universal Fiber Systems LLC for more than 24 years, currently serving as vice president of innovation, sustainability and intellectual property.

Beyond his commitments to CARE, McSheehy is also incoming president of the board of trustees of Johnston Memorial Hospital in Abingdon, Virginia and Chairman of the Development Committee of St. Anne Catholic Church in Bristol.

### **About Carpet America Recovery Effort (CARE)**

Carpet America Recovery Effort (CARE) is a voluntary, non-profit organization dedicated to increasing the landfill diversion, reuse and recycling of waste carpet, through market-based solutions that benefit the economy as well as the environment.

Since 2002, CARE has diverted more than three billion pounds of carpet from landfills in the United States and promoted the use and development of products containing materials derived from carpet. CARE members include independent carpet recyclers, carpet manufacturers, dealers, retailers and suppliers and non-governmental organizations. For more information about CARE, visit [www.carpetrecovery.org](http://www.carpetrecovery.org).

###