



FOR IMMEDIATE RELEASE

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Goodwill President and CEO Jeanette Hoyer receives international Sustainability Champion Award

MUSKEGON, Mich. — Goodwill Industries of West Michigan (GIWM) is delighted to announce that President and CEO Jeanette Hoyer has been honored with the prestigious **Goodwill Industries International Sustainability Champion Award** for 2024. This esteemed award is presented annually to a Goodwill Industries executive in recognition of their outstanding sustainability practices and accomplishments. Hoyer was presented the award last week at the Goodwill Industries International (GII) Annual Conference of Executives held in New Orleans.

The Sustainability Champion Award celebrates leaders who demonstrate exceptional commitment to the “Triple Bottom Line” principles of people, planet, and prosperity. Hoyer’s receipt of this award underscores her dedication to advancing sustainable practices and fostering a culture of environmental stewardship within the community.

Throughout her tenure as CEO, Hoyer has been a trailblazer in implementing innovative sustainability initiatives that promote social, environmental, and financial responsibility. Under her leadership, GIWM has achieved significant milestones in reducing its environmental footprint, promoting workforce development, and supporting the well-being of communities.

“We are practicing and exploring cutting-edge solutions to recycle and remanufacture all of our surplus post-consumer commodities: plastics, wood, textiles, and glass,” Hoyer said. “Our commitment is to continue pursuing environmental stewardship in a way that generates revenue to sustain and grow our mission services, while benefitting the planet and creating jobs.”

Hoyer’s commitment to sustainability extends beyond organizational practices; she actively engages stakeholders, promotes collaboration, and advocates for sustainable solutions at local, regional, and national levels. Her visionary leadership and dedication serve as an inspiration to others in the Goodwill network and beyond.

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“We are thrilled to recognize Jeanette Hoyer with the Sustainability Champion Award for her exemplary leadership and commitment to sustainability,” said Goodwill Industries International President and CEO Steve Preston. “Jeanette’s passion for driving positive change and her unwavering dedication to sustainable principles are making a lasting impact on our world.”

The presentation of the Sustainability Champion Award honors the outstanding contributions to sustainability practices and her dedication to creating a more sustainable future for all. Join us in congratulating Jeanette Hoyer on this well-deserved recognition.

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Goodwill Industries of West Michigan (GIWM) — headquartered in Muskegon — is one of 154 locally-based 501(c)(3) non-profit organizations in the Goodwill network across the U.S., Canada, and 12 other countries. Established in 1950, GIWM provides employment and training programs and services for people with barriers to employment using revenue generated from its retail stores, business services, and sustainability initiatives. For more information, visit www.goodwillwm.org

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