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NEWS RELEASE

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Talladega, Alabama

July 2011

Five Star Event Catering, Project Green partner

Five Star Event Catering, renowned for “making the moment special,” is embarking on a special partnership.

The catering group located within Barber Motorsports Park, Leeds, is the latest business to partner with the Alabama Institute for Deaf and Blind (AIDB) biodiesel public education, student training, production program—Project Green. Providing everything from sandwiches and soft drinks to upscale buffet options, Five Star Event Catering has enabled Project Green to establish Waste Vegetable Oil (WVO) collection bins on-site, recycling the waste produced during Barber Motorsports Park’s 30-plus annual events to create biodiesel for AIDB’s fleet of vehicles and lawn equipment.

“As the catering arm of the Bruno Event Team and ZOOM Motorsports, Five Star Event Catering is always searching for opportunities to benefit local charities,” states Five Star Executive Chef Frank Sekyra, who has been in his role for close to a year.

“Barber Motorsports Park founder, Mr. George Barber, along with Bruno Event Team and ZOOM Motorsports co-founders, Ronald G. Bruno and Gene Hallman, are particular about the aesthetics of the kitchen and the grounds, as demonstrated by the immaculate conditions of every aspect of Barber Motorsports Park’s 740-acres,” continues Sekyra, who began his career in 1990 at Bottega Café, Birmingham, and prior to working with Five Star Event Catering, showcased his culinary talents with Green Valley Country Club; Hot and Hot Fish Club; Satterfield’s Restaurant; The Country Club of Birmingham and Jim-N-Nick’s Bar-B-Q. “Project Green was intriguing in that we were searching for a means to recycle our waste and Project Green gave us a safe, clean course to not only achieve that goal, but to also train students with sensory disabilities in the eventual production of biofuel. It’s the icing on the cake, so to speak.”

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Icing on the Cake

“AIDB students participate in all aspects of Project Green as a component of the various Work Experience Programs within the Alabama School for the Blind, Alabama School for the Deaf, Helen Keller School of Alabama and E. H. Gentry Facility,” explains AIDB President Terry Graham, Ed.D. “Including WVO pick-up from Barber Motorsports Park, student work experience components may include tours to local school groups, presentations to civic groups and public awareness campaigns in addition to the actual biodiesel production process which reinforces classroom concepts related to chemistry and mathematics.

“Project Green is driven by municipal, community and state support from individuals, businesses and corporations eager to educate Alabama’s youth on the benefits of alternative fuels while conserving our natural resources,” continues Dr. Graham. “Project Green is fortunate that pivotal businesses like Five Star Event Catering, Barber Motorsports, Bruno Event Team and ZOOM Motorsports recognize that reducing the U.S. dependency on foreign oil begins at the grass-roots level and that, students who are deaf, blind and multidisabled can not only change perceptions, but educate a generation.”

Project Green provides free WVO pick-up to local businesses, with clean containers provided after each collection. To learn more or to become a Project Green partner, please email projectgreen@aidb.state.al.us or contact Project Director Tony Haywood at haywood.tony@aidb.state.al.us/256.761.3424.

Alabama Institute for Deaf and Blind (www.aidb.org)

Now more than 150 years strong, AIDB’s mission is to provide superior comprehensive education and service programs for individuals who are deaf, blind and multidisabled and their families. This commitment to excellence is carried out through three schools, serving children, three to 21 (Alabama School for the Deaf, Alabama School for the Blind, Helen Keller School of Alabama); an education/rehabilitation adult program (E.H. Gentry Facility); and a manufacturing complex (Alabama Industries for the Blind). In Fiscal Year 2009-10, AIDB served more than 20,000 individuals through five Talladega campuses and statewide Regional Centers located in Birmingham, Dothan, Huntsville, Mobile, Montgomery, Talladega, Tusculmbia and Tuscaloosa.

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Project Green

Through extensive collaboration, AIDB is Alabama's first educational entity to initiate a biodiesel public education, training and production program, Project Green. Housed within AIDB's E.H. Gentry Facility, Project Green has the capacity to produce 55 gallons of biodiesel per day, benefiting local businesses and city infrastructures within a 120-mile radius while providing alternative fuels' education to Alabama school systems and to schools for the deaf and blind in Appalachian States. Training students with sensory and/or multiple disabilities in the acquisition and production of biodiesel, Project Green's primary purpose is to educate the external public on alternative fuels benefits.

Project Green financial supporters include the Alabama Department of Agriculture and Industries; Alabama Department of Economic and Community Affairs Energy Division; Alabama Representative Steve Hurst (District 35); Appalachian Regional Commission; Coosa Valley Resource Conservation & Development Council and Congressman Mike Rogers (3rd Congressional District, 2010 Congressional U.S. Department of Energy Appropriation).

Project Green has also garnered verbal and technical support from former Alabama Governor Bob Riley; Alabama Clean Fuels Coalition, Birmingham; Auburn University; Calhoun County Sheriff Department; City of Hoover; City of Talladega; Environmental Protection Agency, Atlanta, Region IV; Executive Visions Inc., Birmingham; Frazier, Barnes & Associates, LLC, a Biodiesel Services Group, Memphis, TN; National Energy Education Development (NEED); SouthernEco, LLC, Montgomery; Talladega Superspeedway, Lincoln; Timber Ridge Golf Club, Talladega and AIDB Students and Staff.

Five Star Event Catering, Bruno Event Team

Five Star Event Catering is the official catering company of the Bruno Event Team, a Birmingham, Alabama-based sports marketing and event-management company formed in 1996 by Ronald G. Bruno and Gene Hallman (www.brunnoeventteam.com).

Five Star has experience handling events from 15 to 10,000 people in a variety of settings. From outdoor picnics to galas and grand openings, Five Star Event Catering also provides concessions for the large spectator events at the Barber Motorsports Park. For more information, visit www.fivestareventcatering.com, or call Elizabeth Evans at 205.699.2740.

Barber Motorsports Park and ZOOM Motorsports

Barber Motorsports Park opened in the spring of 2003. Since its inception, ZOOM Motorsports, LLC has been the exclusive event promoter for Park events. The 2.38 mile racing circuit is 45 feet wide, with 17 turns and elevation changes of more than 80 feet. The Barber Motorsports Park has been considered one of North America's finest road courses for car and motorcycle racing, and has served as the venue for several international product launches. The Barber Motorsports Park also features the Barber Vintage Motorsports Museum, a 144,000 square-foot facility housing more than 1,000 vintage and modern motorcycles from 17 different nations and more than 125 manufacturers. For more information, including upcoming events, please visit www.barbermotorsports.com.

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