



June 23, 2018

Contacts:

Corinne Coulson, Penn State New Kensington  
724-334-6164 or [crc26@psu.edu](mailto:crc26@psu.edu)

Barb Robuck, WPPSEF Communications  
814-865-7380 or [wppsef@ems.psu.edu](mailto:wppsef@ems.psu.edu)

For Immediate Release

**Penn State New Kensington awarded \$75,000 grant to build Rust Belt revitalization model in New Kensington**

*WPPSEF grant enables campus and partners to incorporate sustainability practices*

NEW KENSINGTON, Pa. --- The West Penn Power Sustainable Energy Fund (WPPSEF) has awarded Penn State New Kensington \$75,000 to aid in incorporating sustainability and best practices to the campus-led Corridor of Innovation and revitalization efforts in the city of New Kensington.

Kevin Snider, chancellor of Penn State New Kensington, has been leading a charge with government and community partners in an effort to create a model of rust belt revitalization to be used in New Kensington, with a larger goal of replication in other small, Rust Belt towns.

“Our campus will continue to be active partners with city and Westmoreland County officials, as well as community members and leaders, to move New Kensington forward in new and innovative ways,” said Snider.

“With the help of partners like WPPSEF, we can now incorporate more robust sustainability practices and community education to our current planning,” said Snider.

The newest award will allow for the creation of a community educational workshop to be held this fall that will host speakers and sessions related to sustainability and energy for community members and business owners. The workshop will also help identify local needs and gaps. Remaining funding will help raise awareness and support projects such as a sustainable roofing research project that will contribute to a more sustainable community.

Joel Morrison, WPPSEF Fund Administrator stated that, “This new sustainable energy partnership with Penn State New Kensington and the its Corner LaunchBox, will raise the level of awareness of sustainable energy in the New Kensington community. We hope that the funding will bring positive change to the Corridor of Innovation.”

Snider and the campus has been active in the city’s revitalization efforts through initiatives such as locating the campus’ entrepreneurial center and coworking space, The Corner, along Fifth Avenue, and creating a Corridor of Innovation, a five-block stretch of Fifth Avenue between The

Corner and Westmoreland County Community College's New Kensington Center, in partnership with the City and Community Foundation of Westmoreland County.

### **About Penn State New Kensington**

Penn State New Kensington is one of twenty-four campuses that comprise the Pennsylvania State University. Located just seventeen miles from the city of Pittsburgh, the campus is nestled on 72 wooded acres of Upper Burrell, Pennsylvania and is easily accessible from almost anywhere in Allegheny, Armstrong, Butler, Indiana and Westmoreland Counties. Penn State New Kensington offers 10 baccalaureate and five associate degrees, as well as the first two years of almost all of Penn State's 160 majors through the University's 2+2 plan. Students of the campus are able to enjoy the personal attention of a small college environment along with the academics, programming and other opportunities of one of the largest public research institutions. For more information about Penn State New Kensington, please visit [www.newkensington.psu.edu](http://www.newkensington.psu.edu).

### **About the West Penn Power Sustainable Energy Fund (WPPSEF)**

The West Penn Power Sustainable Energy Fund (WPPSEF) is a 501(c)(3) nonprofit organization that invests in the deployment of sustainable energy technologies that benefit West Penn Power rate payers in Pennsylvania. WPPSEF investments are focused in three broad categories:

- Deployment of sustainable and clean energy technologies;
- Deployment of energy efficiency and conservation technologies; and
- Facilitating economic development, environmental betterment, and public education as they relate to sustainable energy deployment in the WPP service region.

Visit <http://www.wppsef.org> for further information.