



## News Release

For immediate release

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### **City of Holland Wins \$17,500 at NextCycle Michigan Showcase**

**Holland, MI** – The City of Holland won two awards during the NextCycle Michigan Fall Showcase on October 2. The awards were in recognition of the project pitch delivered by Dan Broersma, Holland’s Sustainability Manager, during the pitch competition and participating in the NextCycle Michigan program.

The two awards earned are:

- NextCycle “Best in Show” Award earned \$10,000 from Resource Recycling Systems
- NextCycle “People’s Choice” Award earned \$2,500 from the Michigan Recycling Coalition

The City also earned a \$5,000 Harvest Grant for participating in the Fall Showcase. All teams that pitched during the Fall Showcase received a \$5,000 Harvest Grant from the Michigan Department of Environment, Great Lakes and Energy (EGLE). These grants are designed to help teams completing the program take the initial next steps toward their continued efforts and reward months of progress toward their solutions.

Broersma pitched the initiative of building a City Recycling Drop-Off Center for residents and the surrounding area to an audience of entrepreneurs, small businesses, brands, investors, community representatives, and recycling industry professionals.

In total, the City of Holland earned \$17,500.00, which will go toward the construction of the Recycling Drop-Off Center. This project is in the planning stage and the timing has yet to be determined.

[NextCycle Michigan](#), an initiative of EGLE, is designed to advance businesses and projects that build capacity for material recovery, reuse, and recycling in Michigan. Selected teams receive access to research, mentorship, one-on-one coaching, a multi-day accelerator camp, business planning, pitch development, and matchmaking with potential partners and funders. The Showcase is the culmination

of the six-month program where teams pitch their projects, vying for awards, seeking investment, and connecting with partners.

Learn more NextCycle Michigan at [nextcyclemichigan.com](http://nextcyclemichigan.com).

**About the City of Holland:**

The City of Holland, Michigan is a vibrant community in a beautiful lakefront setting. It is a world-class city with a small-town feel, making it one of the best places to live, work and vacation. Holland has been recognized by Forbes Magazine and Money Magazine as one of the safest and most beautiful places in the U.S. and was voted as the “Second Happiest and Healthiest Places to Live in America” by Gallup-Healthways Well-Being Index. In 2015, Holland landed the number three spot on the Livability.com list as one of the “10 Best Cities for Families.”

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