



FOR IMMEDIATE RELEASE

September 1, 2009

FOR MORE INFORMATION

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GGCA OFFICIALLY LAUNCHES; NOW ACCEPTING MEMBERS

WASHINGTON, D.C. (September 2009) — The board of directors of the newly-created Global Glass Conservation Alliance (GGCA) is pleased to announce it is now accepting memberships.

The GGCA is a not-for-profit organization dedicated to reducing the energy impact of glass upon the earth. The GGCA promotes the repair, restoration, reuse and recycling of all types of float (auto and flat) glass.

The National Windshield Repair Association (NWRA) has changed its name and expanded its focus to bring awareness to the public about the benefits of glass repair, restoration, reuse and recycling. The Alliance's goal is to reduce the amount of float glass that is thrown out each year and to espouse the benefits of being an environmentally-conscious glass consumer.

“The GGCA is committed to repairing, restoring, reusing and recycling all glass and have committed to this resolve. We invite everyone with this goal to join us,” said GGCA president Mike Boyle. “The NWRA will continue to be a council in the newly expanded organization dedicated to repair first as the best viable option for windshields, but are proud to be involved with the GGCA which will encompass the larger goal of reducing glass in the landfills. ”

In a world where cities are banning plastic bags and bottled water, most consumers do not know that most glass used in vehicles cannot be readily recycled, nor understand the opportunity that exists for flat glass to be reused, recycled or restored. The repair industry, led by the GGCA, is committed to doing its part to preserve our planet.

The Global Glass Conservation Alliance (GGCA) is a not-for-profit organization dedicated to reducing the energy impact of glass upon the earth. The GGCA promotes the repair, restoration, reuse and recycling of all types of architectural and automotive glass and the development of technology that helps conserve and reduce the energy impact of glass upon the earth.

For more information, please visit www.glassconservation.org.

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