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FOR IMMEDIATE RELEASE

Ford House Wins 2024 Pure Award for Sustainability Efforts

GROSSE POINTE SHORES, MI (April 11, 2024) – Ford House, the historic residence of Eleanor and Edsel Ford, proudly announces its reception of the esteemed 2024 Pure Award, recognizing its exceptional commitment to sustainability initiatives. Bestowed by Michigan Cares for Tourism, the Pure Award celebrates organizations within Michigan that exhibit exemplary natural, cultural, and heritage stewardship practices as part of their daily operations.

The recognition underscores Ford House's unwavering dedication to environmental stewardship and significant contributions to creating a more sustainable future. This accolade follows Ford House's receipt of a Transformational Habitat Restoration and Coastal Resilience Grant in 2023 from the National Oceanic and Atmospheric Administration (NOAA) under the Bipartisan Infrastructure Law and Inflation Reduction Act.

The \$7 million Federal grant supports the restoration of natural habitats surrounding Ford Cove and along nearly one mile of Lake St. Clair shoreline. This initiative aims to benefit native Great Lakes fish and other aquatic species by mitigating the impact of waves and flooding, reducing polluted runoff and nutrient loads, and enhancing recreational fishing opportunities. Furthermore, it seeks to increase public access to previously inaccessible shorelines for educational and recreational activities. NOAA has identified this project as one of Michigan's top priority coastal restoration endeavors.

To further strengthen its commitment to sustainability and ensure positive action, Ford House is proud to announce the appointment of its first Sustainability Coordinator. Alexis Armstrong, MSU graduate with a BS in Environmental Science and Management and minors in Environmental Economics and Sustainable Studies, will begin in this newly established role in April and will be pivotal in ensuring that

all sustainability efforts at Ford House adhere to the highest standards, solidifying its position as a leader in environmental responsibility within the community.

Continuing its dedication to sustainability, Ford House also announces the appointment of Cody Norman as Ford House's first Artist-in-Residence for the 2024 Detroit Month of Design. Norman, a distinguished artist, designer, and educator based in Chicago, specializes in the innovative use of materials, particularly transforming used plastic into intricate works of art. His work, inspired by his experiences at Ford House, will be showcased during the Detroit Month of Design in September.

Mark J. Heppner, President & CEO of Ford House, expressed gratitude for the 2024 Pure Award, stating, "Ford House is honored for this recognition, and it truly is a testament to our ongoing dedication to environmental stewardship and our commitment to making a positive impact on the world around us." He added, "We are excited to continue our sustainability journey by hiring our first-ever sustainability coordinator and collaborating with Cody Norman, whose artistic vision will inspire and educate visitors during the Detroit Month of Design."

Ford House remains deeply committed to advancing sustainability initiatives and looks forward to leading by example to foster a more environmentally conscious future.

For further information about the Edsel & Eleanor Ford House and its sustainability efforts, visit www.fordhouse.org/sustainability.

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Images

For high-resolution images of Ford House, visit <https://www.fordhouse.org/media-room/>

For high-resolution images of the award and associated artist, visit <https://www.fordhouse.org/pure-award-2024-images>

- 2024 Pure Award – Ford House.jpg
 - Pictured left to right: Paul Stansbie, Associate Dean of the College of Education and Community Innovation at Grand Valley and Michigan Cares for Tourism representative; Britta Riashi, Ford House's Friendship and Development Specialist; Mary Ann Bauman, Ford House's Public Events and Engagement Manager. Photo courtesy of Ford House.
- Cody Norman – Headshot.jpg

- Pictured: Cody Norman. Photo courtesy of Cody Norman.

About Ford House

Edsel & Eleanor Ford House is a 501(c)3 not-for-profit organization and National Historic Landmark dedicated to preserving and sharing the legacy of the Ford Family. Ford House is located at 1100 Lake Shore Rd. in Grosse Pointe Shores. The historic lakeside estate was the family home of Edsel Ford – Henry and Clara Ford’s only son – where he lived with his wife Eleanor and their children beginning in 1928. Since 1978, Ford House has welcomed hundreds of thousands of visitors to share Eleanor Ford’s vision of preserving the estate for future generations through interpretive tours, family activities, lectures, exhibits, gardens, and grounds events. It inspires, educates, and engages visitors through the exploration of its unique connections to art, design, history, and the environment while celebrating family traditions and community relationships. For more information, visit www.fordhouse.org or call (313) 884- 4222, and connect with Ford House on Facebook and Instagram.

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