

# News Release



**FOR IMMEDIATE RELEASE**

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## **Lakeside appoints director of sustainability**

Lakeside Logistics announced the appointment of Susan Moore, P.Eng as Director of Sustainability to manage their initiatives on environmental sustainability. She is heading up their Vision Green program.

“We brought Susan on board in this capacity to demonstrate our commitment to reducing our impact on the planet,” says Jeff Moore, Managing Director, Lakeside Logistics. “Also, our customers are being pressured to be more compliant on environmental issues and we want to support their efforts.”

Vision Green will work from within the logistics sector to make a difference through action and information exchange. Susan, a chemical engineer, is already taking steps to reduce Lakeside’s impact through employee projects. Her next step is to develop Vision Green initiatives with customers and carriers.

“The logistics sector can take major steps in reducing carbon output. We want to lead by example and by action,” says Chris Magill, Managing Director, Lakeside Logistics.

Lakeside Logistics is a 3PL providing logistics and distribution services across North America. Headquartered in Oakville, ON, the company has operations in California, Wisconsin, Tennessee, Alberta and British Columbia. Client services are supported by real time web-based systems for track and trace, KPIs, virtual warehousing and data access. Clients include Xerox, West Fraser Mills, Ocean Spray, CIBA Specialty Chemicals, Pepsi QTG and Campbell Soup.

Lakeside is the founding member of E2 Logistics Alliance providing end to end supply chain services through an alliance of privately held, specialized logistics companies.

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