

## FOR IMMEDIATE RELEASE

### **ECI's Michelle Frome Launches Campaign for 2015 LLS "Woman of the Year"**

*Firm's Director of Sales and Marketing among 12 Tampa Bay candidates aiming to raise \$360,000 for LLS Suncoast Chapter in just 10 weeks.*

**TAMPA, FL (April 13, 2015)** – Environmental Construction Inc. (ECI), a leading provider of demolition and abatement services for the construction industry within the Southeastern United States, announced today that Michelle Frome, the firm's Director of Sales and Marketing, has been named a candidate in the Leukemia & Lymphoma Society's (LLS) Suncoast Chapter 2015 Man & Woman of the Year campaign. Frome is one of 12 candidates in the Tampa Bay area vying to collectively raise \$360,000 in just 10 weeks in the fight against blood cancer.

Frome will raise funds through donations, sponsorships, in-kind opportunities, and events in honor of the 2015 LLS Boy of the year named Sean that is a survivor of Acute Lymphoblastic Leukemia. In this spirited competition, each dollar donated counts as one vote, and the titles are awarded to the man and woman who receive the most votes at the conclusion of the 10-week campaign. The top local fundraisers in the country win the national titles.

"I am excited to have been given this once-in-a-lifetime opportunity to help more than one million Americans living with blood cancers," Frome said. "Raising money for the Leukemia and Lymphoma Society is extremely important to me because I've experienced first-hand how vital cancer research and new treatment options are. If it weren't for organizations such as LLS, my sister wouldn't be alive today and I would probably be the one fighting for my life within the next few years."

"ECI has a long history of supporting local charities, and we are honored to support Michelle as a candidate for Woman of the Year. We applaud her exemplary fundraising efforts to help the Leukemia & Lymphoma Society in its mission to improve the quality of life of patients and their families," said Michael Graisbery, President of ECI.

The 2015 campaign kicked off on March 5<sup>th</sup> as candidates gathered their top supporters and campaign teams to rally for the 10-week drive. The top male and female fundraisers will be named Man & Woman of the Year at the Grand Finale Gala, held at the Hilton Hotel Downtown Tampa on Saturday, May 16<sup>th</sup>.

Now in its 24th year, the Man & Woman of the Year campaign is one of Tampa Bay's top fundraising events. With campaigns running in more than 70 cities nationwide, the Suncoast Chapter has increased their funds raised for the last 2 years and hopes to make 2015 another record breaking year.

All donations are 100% tax deductible and are due by May 15<sup>th</sup> to count toward the campaign. To read more about Michelle Frome's campaign or to make a donation to LLS, visit her [campaign website](#).

### **About The Leukemia & Lymphoma Society**

The Leukemia & Lymphoma Society is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease, and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services.

Founded in 1949 and headquartered in White Plains, N.Y., LLS has 61 chapters, and the Suncoast Chapter services more than 1,000 patients with co-pay assistance that totaled \$1,069,872 in 2014. To learn more, visit [www.LLS.org](http://www.LLS.org).

### **About ECI**

Environmental Construction Inc. (ECI) provides expert demolition and environmental abatement services throughout the Southeastern United States. Our services include structural demolition, selective demolition, asbestos abatement, lead-based paint abatement, mold remediation, concrete cutting and breaking.

ECI's headquarters is in Tampa, Florida and has immediate plans to expand into other markets throughout the Southeast. ECI is an ISNetworld Member contractor.