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CHEJ'S MICHAEL SCHADE NAMED ONE OF ETHISPHERE'S 100 MOST INFLUENTIAL PEOPLE IN BUSINESS ETHICS

Elite List Recognizes Ethical Leadership Practices

Falls Church, VA (December 3, 2007) – Center for Health, Environment and Justice's PVC Campaign Coordinator Mike Schade was ranked #51 in the **100 Most Influential People in Business Ethics** listing by [Ethisphere Magazine](#), a global publication dedicated to illuminating the important correlation between ethics and profit. The individuals, a list of whom will be appearing in the Q4 issue available in December, were recognized for inspiring change in business ethics.

"Mike has been working tirelessly to lead corporations and retailers to remove PVC – the poison plastic – from their products and packaging, with great success in that effort from Wal-Mart to Microsoft to Crabtree & Evelyn. In just the past month, specifically attributable to Mike's dynamic leadership of great activists and a superb coalition, Target Corporation announced it is going to systematically phase out PVC from its store shelves. CHEJ exists to prevent health and environmental harm in as many ways and in as many places as possible. By changing the way that stores think about preventing harm in their daily interactions with consumers, we are beginning to see a real sea change in the corporate and retail sectors. Mike Schade is a key change agent in the movement to prevent harm in our communities. We are proud of Mike, his work and the changes he's been able to bring about" said CHEJ founder Lois Gibbs, best known for her work in bringing attention and positive change to the Love Canal tragedy.

A panelist of ethics experts from major universities including New York University, Pennsylvania State University, University of Delaware, and Arizona State University, among others, submitted nominations and ranked individuals who influenced ethical behavior in global business. Research was done in cooperation with analyst from the Ethisphere Institute and while hundreds of individuals were considered, ultimately only 100 made the list and are ranked in order from 1 to 100 based upon relative weightings provided by the panelists and analysts.

"These individuals deserve tremendous praise for their efforts to advance the public discourse on issues relating to business ethics," said Ethisphere Editor Stefan Linssen. "These finalists represent many different industries and organizations—large and small, public and private—but what unites them is an unwavering commitment to promoting ethical best practices and stimulating corporate social responsibility."

It is truly an honor to be recognized for our work to phase out PVC, the poison plastic," said **Michael Schade, PVC Campaign Coordinator with the Center for Health, Environment and Justice. "Some of the world's largest retailers are waking up to the dangers of this unnecessary toxic plastic and are switching to materials that are safer for our health, environment, and communities."**

About CHEJ

The Center for Health, Environment & Justice exists to mentor the movement to build healthier communities by empowering people to *prevent* harm in as many ways, and for as many people, as possible. We believe this can happen when people and groups have the power to play an integral role in promoting human health and environmental integrity. CHEJ's role is to provide the tools, the direction, and the encouragement to these people and groups, so that they can build strong, healthy communities where they live, work, learn, shop, play and pray. Following her successful effort to prevent further harm for the people living in contaminated Love Canal, Lois Gibbs founded CHEJ in 1981 in order to continue mentoring others seeking to prevent harm. Details on CHEJ's efforts to help people and communities prevent harm can be found at <http://www.chej.org>.

About The Publisher

The research-based Ethisphere Institute and associated membership group, the Ethisphere Council, are supported by more than 100 institutions and corporations, including LexisNexis, the Practising Law Institute, the National Association of Corporate Directors, the Global Reporting Initiative, Corpedia, Deutsche Telekom, Time Warner, Avaya and Kraft. The Institute is dedicated to the research, creation, and sharing of best practices in ethics, compliance, and corporate governance among its membership companies. It also focuses on the development and advancement of individuals on its membership council through increased efficiency, innovation, tools, mentoring, advice, and unique career opportunities. *Ethisphere Magazine* is the quarterly publication of the Institute. More information on membership can be found at <http://www.ethisphere.com>.