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Great Dames Announces Remarkable Woman Entrepreneur Tanya Whye emerges on top in premier pitch competition Wins \$25,000+ in cash & services

(Wilmington, Delaware, November 10, 2014) – Great Dames announces the winner of the premier pitch competition targeting women-owned enterprises in the region. **Tanya Whye**, Founder & President of Delaware Green Mattress Disassembling & Recycling, LLC (DE Green MDR) emerged as the clear winner in a competition that included 41 contestants from at least six mid-Atlantic states. The stakes were high with a winner package that included more than \$25,000 in cash and services. More importantly, the winner receives access to a custom-designed winner success team that includes business mentors, a brand and marketing consultant, a vocal impact consultant, and access to a variety of community and state resources focused on women entrepreneurs.

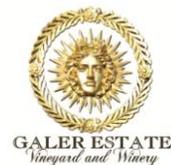
First Lady of Delaware, **Carla Markell**, announced Tanya Whye as the winning entrepreneur in a packed, standing room only crowd at Pizza by Elizabeths.

“We are thrilled that **Tanya Whye is the Remarkable Winner** in our premier competition, because she is creating a social enterprise that we hoped to encourage through this competition. She is meeting an important market and community need, figuring out how to make money, and positively impact society, all at the same time,” said **Sharon Kelly Hake**, Great Dames CEO.

DE Green MDR is based on recycling and reusing mattress materials in way that generates revenue, reduces environmental impact, and employs first offenders in Delaware. Tanya was inspired to create the business model while earning her MBA degree Environmental Stewardship at Wilmington University. She is just getting started, but she has created a lot of additional support and momentum through this competition.

For more info visit <http://great-dames.com/remarkableideas/>

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About Tanya Whye



Tanya N. Whye is the President, Founder & CEO of Delaware Green Mattress Disassembling & Recycling, LLC (DE Green MDR). Tanya was born and raised in Wilmington DE and is a single parent of one son Dallas V. Whye. Tanya earned her MBA Environmental Stewardship at Wilmington University and her undergrad at Cheyney University of Pennsylvania. Additionally, she has education in Grant Management and Community-Based Economic Development and over 10 years experience in office management, proposal writing, fundraising and prospect researching. Tanya learned that a business could be a vehicle for change.

Tanya's Statement: DE Green MDR was inspired by a project during school year 2013. We were challenged with a project to select a household product that has an environmental impact. I researched the mattress industry and learned that it has both positive and negative environmental impacts. While researching the mattress industry, I uncovered some important facts:

- The mattress & box spring is 95% recyclable.
- The average American replaces their used mattress & box spring about every 9 years.
- The hospitality industry replaces their used mattresses & box springs about every 7 years.
- The Consumer Products Safety Commission addressed 7 primary chemicals uses in the mattress. (Boric Acid & Formaldehyde)
- According to the International Sleep Products Association (ISPA) about 40 million mattresses & box springs are purchased in the USA each year and 30 million mattresses & box springs are sent to landfills across the nation each year.
- When used mattresses & box springs are included in land filling, chemicals are absorbed in the ground water, which enters into our drinking water and food supply.
- The recycling & reuse industry is a significant contributor to the United States economy providing a significant amount of jobs.

I envision this would have a positive impact on the environment in Delaware if I start this business. So why not develop a dismantling & recycling facility that would offer mattress retailers, hotels, other hospitality industries, universities, property managements and residents a way to properly dispose of their used mattresses & box springs and divert them from the landfills in the Delaware? Creating jobs for disenfranchised and first offenders of men and women in Delaware to regain their purpose in society. DE Green MDR programs promote sustainability for a cleaner, greener environment. It's essential that we learn to recycle everything back into new products. Waste reduction is an important step in promoting a cleaner, greener future for generations to come.

For more info: www.dgreenmdr.com

About Great Dames, Inc.

Our mission is to find the Great Dame in every woman. We help strong and accomplished women activate their strengths with purpose and passion. Individually, we help women take the Great Dames Path through coaching, personal branding and legacy building. For organizations, we inspire through workshops, webinars and keynote speeches — bringing pragmatic ideas and inspirational vision to help both women and men achieve their leadership potential. Our programs help women form communities with kindred spirits through shared activities, volunteering and dialogue. For more information, please visit us at www.Great-Dames.com or call us at #610-389-0610.