



# News Release

March 15, 2011

## Finalists announced for 2011 Green Toronto Awards

The City of Toronto and Green Living Enterprises are pleased to announce the finalists for the 2011 Green Toronto Awards. The City's environmental awards of excellence recognize the individuals, organizations and companies helping to lead the way to a cleaner, greener Toronto.

"We are very proud of these Torontonians for their commitment to our environment, and for demonstrating their dedication in so many innovative ways. They are our partners in a greener Toronto," said Councillor Norm Kelly (Ward 40 Scarborough-Agincourt), Chair of the City's Parks and Environment Committee.

Local youth, residents, businesses and organizations are among the 30 finalists a panel of judges selected from more than 150 nominations. New award categories this year include Green Home and Green Business.

The winners will be announced at the seventh annual Green Toronto Awards ceremony on Friday, April 15 at 7 p.m. on the Main Stage at the Green Living Show, Direct Energy Centre, Exhibition Place. Entry to the Green Toronto Awards is free to the public. Host Frank Ferragine, Citytv's Breakfast Television weather specialist and CityNews gardening specialist, will be joined by musical guests.

Each winner will receive an award and \$5,000 to further their work on the environment or to donate to an environmental charity of their choice, courtesy of award sponsors.

### The 2011 Green Toronto Award finalists

**GREEN BUSINESS (new)** – Green Circle Salons; LoyaltyOne; Woodbine Entertainment Group. The Green Business Award recognizes a business that is demonstrating excellence in green practices, strategies or products. Award sponsor: Capital One

**GREEN HOME (new)** – Anthony Ketchum; John Tabone; Lynn Brandy. The Green Home Award recognizes Toronto residents who are leading change by greening their home.

**COMMUNITY PROJECT** – Afri-Can FoodBasket; Auriel Haynes, Malvern Action for Neighbourhood Change; The Green Awakening Network, Toronto United Church Council. The Community Project Award acknowledges the leadership of Torontonians engaged in greening our communities. Award sponsor: Loblaw Companies Limited

**LOCAL FOOD** – Wally Seccombe, Everdale Environmental Learning Centre; The Healthy Butcher; Toronto Beekeepers Co-operative. The Local Food Award recognizes leadership in creating, managing and promoting local food. Award sponsor: ING Direct

**ENVIRONMENTAL AWARENESS** – A Greener Toronto TV Series; Toronto Vegetarian Association; TREC Education. The Environmental Awareness Award recognizes leadership in environmental education through a variety of media as well as environmentally-themed arts and cultural events. Award sponsor: Toronto Hydro

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**ENERGY CONSERVATION** – Nitta Gelatin Canada Inc.; Planet Traveler; Social Housing Services Crop, GLOBE Inc. The Energy Conservation Award recognizes leadership in improving operation or production processes that reduce consumption.

**GREEN DESIGN** – architectesAlliance; Leon's Furniture Ltd., Leon's at the Roundhouse; Modrobes Inc. The Green Design Award rewards leadership in infrastructure, architecture or industrial design which complies with the principles of sustainability. Award sponsor: Enbridge Gas Distribution

**LEADERSHIP** – Canadian Association of Physicians for the Environment, CivicAction; Greening Greater Toronto; Not Far from the Tree. The Leadership Award recognizes an individual, organization or company for going above and beyond the norm in helping to transform our environment. Award sponsor: Toronto Community Foundation

**WATER EFFICIENCY** – Citizens for a Safe Environment for Toronto Foundation Inc. and Schollen & Company Inc.; Kraft Canada Inc., East York Bakery; Sustainability Team, Kraft Lakeshore Bakery. The Water Efficiency Award recognizes efforts to reduce and sustainably manage water use and promote water conservation. Award sponsor: Toronto Water

**YOUTH LEADERSHIP** – Dovercourt Junior Public School; Fariha Raham; Youth Mentors, Greenest City. The Youth Award recognizes young people (18 years of age and under) for their leadership on green projects. Award sponsor: TD Friends of the Environment

More information about the Green Toronto Awards is available at <http://www.toronto.ca/greentorontoawards>. The Green Toronto Awards are proudly supported by media partners: The Toronto Star, Citytv and NOW Magazine.

Green Living Enterprises is a pioneer and leader in developing social and environmental marketing programs that keep consumers and clients at the forefront of the green agenda. Green Living Enterprises is a full-service, one-stop solution for green marketing, product and program development, custom publishing, and event management. Green Living Enterprises, an authentically green company, also includes [Greenlivingonline.com](http://www.greenlivingonline.com) and The Green Living Show, North America's largest green consumer show, dedicated to easy and workable solutions for leading a sustainable lifestyle. For more information, visit <http://www.greenlivingonline.com/torontoshow>.

Live Green Toronto is a City of Toronto program that offers residents and businesses a one-stop website with tips, tools and resources to green their lives; grants to green our neighbourhoods; and community animators to inspire community action. Live Green Toronto is a component of the City's Climate Change Action Plan which targets an 80 per cent reduction in Toronto's greenhouse gas emissions by 2050. For more information, visit <http://www.toronto.ca/livegreen/index.htm>.

Toronto is Canada's largest city and sixth largest government, and home to a diverse population of about 2.6 million people. Toronto's government is dedicated to delivering customer service excellence, creating a transparent and accountable government, reducing the size and cost of government and building a transportation city. For information on non-emergency City services, Toronto residents, businesses and visitors can dial 311, 24 hours a day, 7 days a week.

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Media accreditation for the awards event is now open – contact Annette Borger or Valerie Cassells.