



The Green Living Show Makes it Easy to be Green

Free admission by recycling your electronic waste compliments of Samsung

Toronto, ON, March 23, 2010 - The Green Living Show returns, April 23 - 25, 2010 to the Direct Energy Centre, Exhibition Place, offering hundreds of products and services as well as expert advice on living a greener and cleaner lifestyle. This year, in an effort to encourage Torontonians to live an even greener lifestyle, Samsung Electronics Canada will provide free admission to anyone who brings e-waste to the event!

Alternatively, those who can't find an old cell phone, head phones, digital camera, computer monitor, laptop or TV equipment amongst other items can pay \$12 admission – a portion of proceeds will be donated to the World Wildlife Fund Canada (WWF). Recycling and donation collection boxes will be located at the show's main entrance. For the full list of accepted e-waste products, go to <http://greenlivingonline.com/torontoshow/tickets.html>.

Visitors to Toronto's largest green consumer show will have the opportunity to explore and engage with 400+ exhibitors in addition to an array of exciting attractions featuring local and organic food, wine and beer, energy conservation, home renovation and decor, transportation, gardening, fashion, travel, health and beauty.

The show also includes a diverse range of live demonstrations, presentations, youth-based activities and inspiring keynote addresses by local and international green experts, providing accessible and creative ways for people of all ages to go green with ease.

"The Green Living Show continues to focus on consumer education and empowerment," explains Laurie Simmonds, President and CEO of Green Living Enterprises. "We are committed to creating a very inclusive, informative and entertaining experience for anyone and everyone aspiring to learn how to live green."

New Attractions:

- The first biodynamic, organic and sustainable wine exposition, **BioVino Wine Expo**, will feature 150+ wines from more than 40 producers with special guest appearances from leading experts, Nickolas Joly, Monte Walden and John Szabo. Tickets can be purchased online for \$39.95, which includes admission to The Green Living Show. Must be 19+ years of age to attend the BioVino Wine Expo.

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- **The Canadian Living Live Cooking Stage** focuses on sustainable cuisine, featuring demonstrations from the Canadian Living test kitchen and celebrity chefs Lulu and David Farnell of *Real Foods for Real Kids* and Julie Daniluk, author of *Meals that Heal*. Visitors can also learn eco-chic decorating tips from Jane Lockhart of HGTV's *Colour Confidential* and Margaret Macdonald of *AyA Kitchens and Baths*.

Main Stage highlights include:

- **The Home Depot presents John Bell**, host of the successful television series *World's Greenest Homes* on HGTV, who will engage attendees with a series of Know-How sessions on eco-renovations and greening your home.
- Special guests from **Ontario's Ministry of the Environment** will be hosting a forum on Youth Day, Friday, April 23rd — speaking with students on how to “add it up” by taking action to protect the environment. Tyson Jerry and Cloe Whittaker from *Driven to Sustain* will also be sharing tips on sustainable living and talking about their world record-breaking journey across North America in "The Green Machine" — a van powered exclusively by waste vegetable oil.
- **The Green Toronto Awards**, the City of Toronto's environmental awards of excellence, honours and celebrates local individuals, organizations and companies at the forefront of our city's environmental initiatives. The award show, co-hosted by Mayor David Miller and Deputy Mayor Joe Pantalone, takes place the evening of Friday, April 23rd at The Green Living Show - all welcome!
- The **2010 Green Living Business Forum**, sponsored by Ontario Power Authority, will bring corporate leaders together to demonstrate green strategies for business success. Attendees will be inspired by a keynote address by Van Jones, special advisor for green jobs at the White House Council for Environmental Quality under the Obama Administration. Jones is also an author and award-winning human rights and clean energy pioneer. This event opens with an exclusive networking breakfast for a limited audience of 500 Canadian business leaders. Separate admission cost of \$95.00.

Returning Features:

- **Farm Fresh Fare**, presented by Toyota, returns following a hugely successful debut at the 2009 Green Living Show. This expanded culinary feature partners 20 local farmers and producers with 20 well-known Toronto chefs to create a culinary feast using local, sustainable food. Tasting tickets are \$2.00, with proceeds raised benefiting Evergreen and Slow Food's charitable mandates.

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- **The Home Depot** presents four **Eco Options Know-How Centers**, focused on green gardening, home conservation and energy efficiency around the home, health & wellness, and energy efficiency and building green. Situated in various locations across the show floor, each station will feature practical, engaging and interactive energy efficient solutions, green renovation demonstrations and expert advice. John Bell, host of the successful television series *World's Greenest Homes* on HGTV, will engage attendees with a series of Know-How sessions on the topic of eco-renovations and greening your home.
- **The President's Choice exhibit** invites visitors to join the President's Choice Garden Party to enjoy samples of PC Green and PC Organic products and to write their green promise on a plate that will be displayed during The Green Living Show.
- **The Ride & Drive, presented by CAA** allows visitors the opportunity to test-drive some of the auto industry's most cutting edge hybrid and fuel cell electric vehicles available on the market. Visitors can also receive green auto audits and tips on how to make their vehicle as efficient as possible.
- **The Urban Forest** - Visit the Urban Forest, at the heart of the Green Living Show, sponsored by Ontario Electronic Stewardship, Ontario Stewardship and Ontario Tire Stewardship. Visitors will stroll through a variety of indigenous trees, learn about urban orchards, watch a local artist create a sculpture using recyclable materials, and simply relax in nature.
- **Kids Zone** celebrates the **International Year of Biodiversity**, hosting a variety of educational activities including live animal presentations from Earth Rangers, tree planting, ecologically-based musical performances and more! For children aged 3 to 11.
- On **Youth Day**, Friday, April 23rd, schools are invited to participate in eco-educational activities and challenges in the **Kids Zone**. The **Kids' Creative Classroom Challenge** invites students to explore biodiversity through gathering recycled materials. Students between the ages of 12 - 17 can participate in an **Eco-Scavenger Hunt** on the show floor. The **Eco-Spotlight Challenge** will give one lucky contestant a chance to share a poem, short essay or song on the Main Stage alongside three-time Juno Award nominee, musician Tom Barlow.
- **Environmental Organizations** - Visitors can learn more about leading and respected environmental organizations such as the WWF, Environmental Defense and Nature Conservancy of Canada.
- On Sunday, April 25, Green Living will play host to the 5 km **Earth Run** on the Exhibition Place grounds. Everyone is invited to register for the run and join the thousands of people who want to make a difference in their community (www.earthrun.com). Earth Run participants receive free entry to the Green Living Show.

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Green Living's mandate is to provide consumers with relevant information about companies and organizations making a positive impact on the world. To uphold this mandate, all exhibitors and products are *green-screened* to determine environmental merit and ensure acceptable environmental standards are met. For more information on the *Green Living Green Screen* process, please visit:

http://www.greenlivingonline.com/torontoshow/PDFs/2009_GreenScreenOnlineShow.pdf.

Green Living is a division of Key Publishers Company Ltd. It is an authentically green company, which includes The Green Living Show, Green Living Magazine, and Greenlivingonline.com.

For more information on The Green Living Show, visit www.greenlivingonline.com.

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