



The Green Living Show breaks records!

Attendance up 20% and Samsung free admission with electronic waste initiative sets new GEEP collection record of 31,800 pounds

Toronto, ON, May 5, 2010 - The Green Living Show is pleased to announce the success of the inaugural electronic waste-for-free-admission initiative. A record breaking 31,800 pounds of e-waste was collected by visitors to the Green Living Show, April 23 - 25 at the Direct Energy Centre, Exhibition Place.

Visitors arrived armed with old cell phones, digital cameras, computer monitors even laptops ready for recycling. By dropping off their e-waste at the Samsung pavilion, located at the show entrance, these eco conscious guests received free admission to Toronto's largest green consumer show, compliments of Samsung.

Show attendance was 24,177, up 20% from 2009 - a strong indication that the environment remains relevant and important to Canadians. Visitors to this year's Green Living Show were treated to a variety of incredible guest presentations from economist Jeff Rubin to Olympic champion Clara Hughes.

On Saturday evening, in front of a packed audience at the Main Stage, Colin Firth and business partner Nicola Giuggioli were presented the first Green Living/EMA International Entertainment Award by Hollywood actress Amy Smart, in recognition of their outstanding green business leadership.

'Show visitors truly embraced the new e-waste admission initiative, generously offered by Samsung, resulting in a record breaking electronic product recycling campaign. The strong show attendance further reiterates that consumers continue to desire and demand access to sustainable products, services and ideas, empowering them to live greener, cleaner lives,' explains Laurie Simmonds, President and CEO of Green Living.

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.

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

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