

## 2010 POST SHOW SUMMARY

# Our most successful year yet!

**“I just want to mention that my family and I had a good time at the show. It was the first we had attended and we left with lots of new ideas and information.”**

*Sincerely,  
Marc Ganaden  
(Visitor)*

**“We had a GREAT weekend at the Toronto Green Living Show. I have been to many shows and this one seemed to be the most organized and less stressful! The team had a great time and Green Works was a huge success. Thanks so much for everything!”**

*Ashley Sommerville  
BOOM! Marketing  
(Exhibitor)*

**“GREAT SHOW! Wow, what a show for us!!! What little I saw of the rest of it was pretty impressive too.”**

*Chris Alward  
Director of Operations  
Local Food Plus  
(Exhibitor)*

### **Eco Awareness. Eco Engagement.**

**Eco Education.** These are the goals of the annual Green Living Show, and this year's event, held April 23 - 25, 2010, at the Direct Energy Centre, Exhibition Place, more than delivered on its commitment to promote environmentally conscientious consumerism.

### **ENGAGED AUDIENCES**

The show's exciting, interactive format captured the hearts and minds of **24,177** influential Canadians!

- 84% are between the ages of 20 and 49
- 66% are female
- 69% have university or postgraduate degrees
- 59% hold professional or managerial positions

### **ENTHUSIASTIC EXHIBITORS**

The show's **424 participating companies** covered the gambit of green products and services across an array of consumer categories including: Energy; Food & Beverage; Green Building; Transportation; Eco Tourism; Home & Garden; Health & Beauty; Kids & Pets; Green Business; and Non-profit Organizations.

### **OUTSTANDING SPONSORS**

We're grateful for the support from this year's dedicated show sponsors.

The Home Depot  
Loblaws  
Government of Ontario  
Samsung  
OPA  
Toyota  
CAA  
Stewardship Ontario  
Sears  
Loyalty One Air Miles

### **Media Sponsors**

Citytv  
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Astral Media:  
• Boom 97.3  
• 1010 Newstalk  
• 99.9 Virgin Radio

### **INCREDIBLE REACH**

The show's impressive media reach (earned and paid) included television, radio, online, newspaper, magazine advertising, the Green Living website, e-mail broadcasts and outdoor signage!

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"I want to congratulate you and your team for a job well done! The show was great and it gave me a good opportunity to interact with consumers directly. I must tell you that they are the nicest people I have ever met! The atmosphere was great and made us feel at home. I will certainly take part in the show next year."

*Kanna  
Ceylon Organics Limited  
(Exhibitor)*



**Dates:**

April 15-17, 2011

**Venue:**

Direct Energy Centre,  
Exhibition Place, Toronto  
Halls B & C

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Director of Events

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### EXCITING CELEBRITY GUEST SPEAKERS

This year's Main Stage line up featured Olympic champion **Clara Hughes**, award-winning actor **Colin Firth** — who received the inaugural Green Living/EMA International Entertainment Award, presented by actor **Amy Smart** — and City of Toronto mayoral candidates **Joe Pantalone**, **George Smitherman**, and **Rocco Rossi**.

The **Green Living Business Forum**, which kicks off the Green Living Show, was attended by the Ontario Ministry of the Environment, **John Gerretsen**, as well as leading economist, **Jeff Rubin**, and **Van Jones**, environmental advocate and former special advisor for Green Jobs, Enterprise and Innovation to President Obama, among other business experts.

### SENSATIONAL ATTRACTIONS

The show hosted more than a dozen hands-on, must-see attractions that delighted every eco-passion, from the biodynamic sommelier to the enthusiastic green car shopper.

- **BioVino Eco-Friendly Wine Tasting Exposition** — Canada's largest green wine tasting event
- **Farm Fresh Fare** presented by Toyota — an extraordinary tasting venue where farmers and chefs team up to showcase the benefits of local ingredients
- **Ride & Drive** presented by CAA — an opportunity for attendees to test drive the latest energy efficient vehicles

- **Canadian Living Cooking Stage** — a wide variety of live cooking demonstrations of local, organic food
- **The Bunkie Exhibit: My Urban Backyard** — a fully landscaped backyard to inspire vacations at home
- **Farm of the Future** — an interactive venue on farming and food by Ontario Ministry of Agriculture, Food and Rural Affairs
- The City of Toronto's **Environmental Awards of Excellence** — recognizing work that promotes a greener city
- **Green Living/EMA (Environmental Media Association) International Entertainment Award** — given to a celebrity who makes an outstanding contribution to promoting a global green economy
- **Kids Zone** — a play area hosting live animal presentations, kid's yoga, fun, eco-based workshops and educational musical performances
- **Urban Forest** — a fascinating forest display that promotes local habitats
- **Earth Run** — a five-kilometre run that raises money for environmental initiatives
- **Toronto Cyclists Union & Valet Bike Parking** — a free valet bike parking service to encourage carbonless transportation

**Don't miss the chance to be a part of the 2011 Green Living Show — every year presents brand new opportunities! Contact Robert Orlovski for more information.**

**GREEN LIVING  
SHOW** **APRIL 23-25**