

Walking the Green Walk

A commitment to consumer needs and green standards

The overwhelming success of the inaugural Green Living Show in 2007 reaffirmed the belief that Canadians have a strong desire to live healthier, greener lives. Showcasing hundreds of bold and imaginative products, services and solutions, the 2007 Green Living Show provided visitors with the opportunity, education and inspiration to make green a part of every aspect of their daily routine.

An integral part of the show's credibility was the formation of a Green Screening Committee, created during the initial planning phase of the 2007 Green Living Show. This committee, comprised of a number of distinguished and respected environmental leaders, evaluated every aspect of The Green Living Show, assessing the green merit of all exhibited products and services prior to accepting them into the show.

Fast forward to 2008 – this committee remains focused on maintaining the integrity of the event as it grows and develops, while raising the bar on the standards upheld by the 2007 show. Its mission is to preserve and enhance this event as a legitimate showcase of companies, organizations and individuals dedicated to improving the environment.

The juried process ensures acceptable environmental standards are also met for the many operational elements of the show itself. The Green Living Show is bullfrogpowered™, injecting the amount of power the show uses back onto the Ontario grid. Other mandates include the use of recycled materials, keeping paper use to a minimum, providing healthy, local food and beverage choices for guests and offering highly visible and accessible recycling bins throughout the show floor.

The objective of the Green Screening Committee process is to find the greenest products and services available and at the same time find the goods and services that are more eco-effective than those presently available in the marketplace. Everything is examined in its own context; a product or service is measured against similar products or services. As goods and services evolve, so do the criteria. As a rule the Green Screening Committee compares apples to apples and seeks out the greenest.

The Green Living Show is presented by Green Living Enterprises, a division of Key Publishers Company Ltd. Green Living Enterprises is an authentically green Company which includes The Green Living Show, Green Living Magazine and Greenlivingonline.com. Green Living Enterprises is committed to creating public awareness of the environmental issues, innovations and solutions facing Canadians today.

For more information on The Green Living Show visit www.greenlivingshow.ca