



CANADIAN NATIONAL EXHIBITION

AUG 20 – SEPT 6/10

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MEDIA ADVISORY – CNE GREEN DAY Tuesday, August 24

WHAT: This year's Green Day will include a number of fun activities, giveaways, and demonstrations! The band Mr. Something Something, whose equipment is powered via audience bicycle pedaling, will have several performances throughout the day. Cargo Cosmetics will conduct Makeovers, and Toronto Renewable Energy Cooperative will lead children's activities including a Recycling Relay, an Energy Scrambler, and a Generation Station.

WHEN: 11 AM

WHERE: Press Building Lawn – 210 Princes' Blvd

WHO: CNEA Vice President Jasmine Jackman, CNE General Manager David Bednar, Councilor Gord Perks, Mr. Dave Rycroft of Solar Semiconductor, Sears Representative from Sears Canada, CARGO Cosmetics Representative

DETAILS:

Coca-Cola:

Coca-Cola has issued a corporate mandate to create products that are environmentally friendly. Their Drink 2 Wear clothing line, which will be handed out today, is made from recycled plastic bottles and cotton. Coca-Cola will be raising environmental awareness by advertising their Drink 2 Wear campaign and their recycle truck and will be handing out clothing and bags as well as Coca-Cola holders.

Sears Canada:

Being kind to the environment is important to Sears. Today, Sears will demonstrate how going Green can easily be incorporated into anyone's lifestyle. Check out the household appliances which help conserve energy, as well as clothing made out of modal (beech trees), wristwatches powered by solar energy, and organic bedding. Sears will also be part of our Green make-over. They will provide a stylish outfit which is made out of organic material. Who knew going green would look so great?

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Cargo Cosmetics:

Their PlantLove line has received numerous cosmetic and magazine accolades. All of the make-up they will be using today will be bio-degradable and eco-certified. Make sure you stop by in order to receive free make-up tips and get a make-over. They will also be handing out their infamous PlantLove lipstick line which has packaging made out of corn! Cargo will complete our green make-over by providing the cosmetic touches with make-up from their PlantLove line.

BIXI Bikes:

BIXI Bikes is working with the City of Toronto to create a bikesharing program. On Green Day, they will have bikes available to test ride, will provide the opportunity to sign up to the program, and will also lend their bikes to Mr. Something Something's Sound Cycle.

Local Food Plus:

Local Food Plus is non-profit organization from Toronto that will be discussing local sustainable food. They will be serving free ice cream samples, asking visitors to taste and guess which is the local sustainable ice cream and which isn't.

Toronto Renewable Energy Co-operative (TREC):

TREC will lead kids' activities about sustainable energy throughout the day. Race to recycle, find out how much electricity is used in everyday household appliances, and learn about the energy of motion by experimenting with a wind turbine, a water turbine, and a bicycle generator.

Fido:

Fido will raffle off a free phone on Green Day. They will also discuss their certified carbon-free cell phone made in part from recycled water bottles. Visitors will also have a chance to donate used cell phones to their Phones for Food program, which raises money for Canadian food banks.

Mr. Something Something – The Sound Cycle:

The band Mr. Something Something, whose equipment is powered via audience bicycle pedaling, will have several performances throughout the day.

Shahriyar Garmsiri:

Shahriyar Garmsiri has been updating the CNE's parade floats to hydrogen fuel technology. On Green Day he will present hydrogen fuel alternatives and display a truck that he converted to hydrogen fuel technology.

About the CNE:

The Canadian National Exhibition (CNE) is Canada's largest fair and the fifth largest in North America. Founded in 1879, the CNE attracts more than 1.3 million visitors over 18 days and generates more than \$58.6 million in economic impact for the City of Toronto and over \$80 million for the Province of Ontario on an annual basis. The CNE will be opening its gates to the young and "young at heart" **August 20** through **September 6, 2010** in Toronto, Canada. There will be plenty to see and do over those 18 days of summer, including the spectacular Canadian International Air Show on Labour Day Weekend. Visit theex.com

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