



MEDIA RELEASE

LARGEST CANADIAN FAIR IS FIRST TO ACHIEVE ECOLOGO™ CERTIFICATION

CNE is Awarded Top Environmental Standard for Events in North America

(Toronto) Sept. 2, 2010 - The Canadian National Exhibition (CNE) announced today that it is the first Fair in North America and the first large-scale event on the continent to receive EcoLogo certification, one of North America's largest and most respected environmental standard and certification marks.

"The CNE is proud of its greening efforts and the EcoLogo certification is proof positive that our commitment is making a difference," says Virginia Ludy, Director of CNE Operations. "Each year, we look at ways to improve or expand 'green' thinking from the visitor experience, to the midway to exhibitors and vendors. It's an ongoing process, but we're finding everyone is embracing our initiatives – the new certification is something everyone can take pride in."

Before certification was awarded, the CNE went through an extensive audit of its operations to ensure the fair met EcoLogo's stringent standards of environmental leadership. Conducted in late August, the independent audit examined the CNE's water and energy conservation, waste management, and overall efforts to mitigate environmental impacts from the event.

The EcoLogo standard for events addresses the environmental impact areas of waste production; material consumption; and energy, carbon and transportation. To achieve EcoLogo certification, events must address each of these three areas and participate in an on-site audit to demonstrate energy and water conservation as well as waste management.

"Going the extra step to demonstrate environmental leadership is exactly what the Canadian National Exhibition (CNE) has done in achieving certification under the EcoLogo Program's standard for Events," says Angela Griffiths, Executive Director of the EcoLogo Program. "The CNE has proven it is possible to reduce the environmental impact of big events by diverting huge amounts of waste, purchasing renewable energy certificates (RECs) to

support greener electricity, and introducing energy efficiency measures throughout the fair. This is a significant achievement.”

As part of its EcoLogo certification, the CNE’s certification will be reviewed annually and the EcoLogo mark will also appear on print materials indicating to visitors, vendors and concessionaires that the CNE is an environmentally-responsible fair.

Some CNE Green Facts:

- In 2010, the CNE purchased enough Renewable Energy Certificates (RECs) from Direct Energy Business to offset the CNE’s expected two million kWhs of electricity usage between August 18th and September 8th, 2010.
- In 2009, the CNE recycled 77.3% of its total waste.
- The CNE has further expanded its organic waste recycling program throughout the grounds this year.
- All Styrofoam has been eliminated on the Fair grounds.
- All Food Vendors are required to use compostable plates, cups, etc.

For the full listing of CNE green initiatives, visit: theex.com/MediaCentre.

About EcoLogo™:

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. Originally formed in 1988 by the Canadian Federal Government and now managed by TerraChoice, EcoLogo is one of the most recognizable eco-labels in North America. EcoLogo is a Government of Canada official mark used under license from Environment Canada. TerraChoice is not an agent of Environment Canada. For more information, visit www.ecologo.org.

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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