



*For Immediate Release*

## **CNE is Going Green!**

2008 CNE diverted 70% of its waste

*(Toronto, ON) September 9, 2008*—Everyone always wants to know what the numbers were at the conclusion of every Canadian National Exhibition. While attendance numbers are important, for our environment the **most** significant numbers are related to the CNE's achievements in waste diversion and reduced energy use.

Working with Exhibition Place staff, the 2008 CNE diverted an estimated 70% of all solid waste from landfills and reduced its energy use by 1.06 megawatts since 2005. These numbers translate into a significant reduction in greenhouse gases including reducing the CNE's carbon footprint by 267.32 tonnes of carbon dioxide.

According to CNE General Manager David Bednar, "Canadians are very much aware of the responsibility to protect the environment and the CNE reflects that awareness, making green initiatives an integral part of our planning." Bednar added that he was also impressed with the number of exhibitors and concessionaires who lent their support to the campaign.

The 2008 CNE posted close to 10% improvement when compared to the 2007 CNE's waste diversion statistics. The improvement was a result of several changes in the recycling program including an increase in three and four stream waste collection receptacles allowing easier sorting of recyclable refuse; a new partnership with a third-party contractor which carefully sifts all collected waste for recyclable materials; and "buy-in" by all CNE exhibitors, food vendors and visitors.

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“Waste diversion is something we work on 24 hours a day, seven days a week and 365 days of the year,” explains Dianne Young, CEO for Exhibition Place. “The CNE is the largest annual event on the grounds and plays an invaluable part in helping achieve our goals each year.”

About the Canadian National Exhibition:

Established in 1879, the CNE is one of North America’s largest annual fairs and a valuable Ontario attraction. A recent Economic and Fiscal Impact Analysis by the Ontario Ministry of Tourism and Recreation revealed that The EX attracts more than \$48 million to Toronto and more than \$66 million to Ontario. The CNE annually welcomes more than a million visitors every year. For more information, visit the CNE website at [www.TheEx.com](http://www.TheEx.com) or call 416-263-3800.

About Exhibition Place:

Exhibition Place is Canada’s largest entertainment venue, attracting over 5.2 million visitors a year. The 192-acre site is an integral component of Toronto and Ontario’s economy, particularly with respect to sport, festivals, recreation, culture and tourism. Since 2004, Exhibition Place has undertaken an environmental stewardship initiative, which includes the promotion of sustainable development, environmental initiatives and leading edge green technologies and practices across the site. These environmental initiatives have resulted in award winning recognition across North America, and has established Exhibition Place as a world leader in energy-efficient technologies. In 2008 Exhibition Place was welcomed into membership as an Ontario Environmental Leader. Located at Exhibition Place is the award-winning Direct Energy Centre, Canada’s largest exhibition and convention centre. Opening in September 2009 is the new Allstream Centre which is targeting LEED Silver rating design standard, and will be connected to Direct Energy Centre.

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