



Media Advisory

Attention: News, Business and Technology Editors

Turning the spotlight on light emitting diodes (LED) ***LEDiscovery 2009 offers networking and educational opportunities***

For the second year, greenTbiz will be hosting LEDiscovery. This two-day event offers professionals and the public an opportunity to learn about LED (light-emitting diode) lighting and to promote market acceptance of this promising technology. Used in general lighting, LEDs can reduce electricity consumption dramatically – they last up to 50,000 hours and cut energy usage by over 50%-75%.

Other benefits include reduced maintenance costs and adjustable colour and intensity (dimming) settings to suit a wide range of application requirements.

What:

LEDiscovery 2009

When:

Tuesday, April 7, 4:00 pm to 8:00 pm (*public event*)

Wednesday, April 8, 8:00 am to 4:30pm (*event for professionals and organizations*)

Where:

Direct Energy Centre, Exhibition Place (inside Hall C entrance), 100 Princes' Blvd., Toronto

The LEDiscovery Display Forum features exhibits from over 20 local LED manufacturers and product representative. Each exhibitor will also provide a “snap shot” of their organization in a 10 minute “infomercial-style” presentation.

New this year is Table Talk, a series of round table discussions about issues that affect the LED technology industry and the lighting community.

Currently over 200 attendees are registered to attend this unique event, including: GTA municipalities; medical facilities; academic institutions; commercial property owners; architectural and design firms, and; transportation organizations (ie. TTC, GO Transit and Toronto Parking Authority).

Visit www.greenTbiz.org to learn more about LEDiscovery.

LEDiscovery is sponsored by Exhibition Place, Osram Sylvania and Toronto Hydro.

For Event information and agenda details, contact: Chantal Brundage at 416-697-9000

To arrange interviews, contact: Tina Siegel, elclo, 416-972-7401, tsiegel@ecostrategy.ca

greenTbiz is a program developed by the Toronto Association of Business Improvement Areas or TABIA in an effort to assist the BIAs, their member business and property owners with energy conservation, environmental programs and general education and awareness. (www.greenTbiz.org)