



FOR IMMEDIATE RELEASE

Canada's Top Companies Develop Sustainable Business Strategy

(Toronto, November 12, 2010) Toronto Greenhouse is hosting The Green Business Strategy Summit, on November 12th from 7:30am to 8:00pm, featuring interactive workshops, panel discussions and case studies from leading experts. Three keynote addresses are big attractions, from accomplished speakers Marc Stoiber, VP Green Innovation, Maddock Douglas; Jim Harris, international best-selling author and former Federal leader of the Green Party; and Tyler Elm, VP of Sustainability at Canadian Tire, who plans to announce their sustainability progress report on Thursday, November 11". Media are welcome to attend his luncheon keynote from 12-1:45pm, and Tyler will be available afterward for interviews.

The day will feature three separate tracks: Infrastructure, Operations, and Communications; and boasts more than 40 speakers including Ben Chin, VP Corporate Communications Ontario Power Authority, Andrew Bowerbank of EC3 Initiative, David Pamerter of Gowlings, and Toby Heaps, Editor and Co-Founder of Corporate Knights Magazine.

The registered delegates are a diverse group given that there are three tracks. In all cases, they are senior decision makers, and represent retail and manufacturing, financial services, renewable energy, real estate and construction.

"We are thrilled at the number of registrants", states Toronto Greenhouse Founder Randy Tyrrell. "These are leading company executives who have either recently engaged in corporate social responsibility (CSR), or who want to deepen their existing knowledge. And they realize that having a sustainable business strategy provides them with a competitive advantage".

Great efforts have been made to ensure that the Green Business Strategy Summit is sustainable from every angle. Located within easy reach of both city and regional transit, the Fairmont Royal York is widely recognized for integrating the environment into how they operate. Their Eco-Meet program is designed to reduce and divert as much waste as possible, and all food and beverages are as local and organic as possible. In addition, Bullfrog Power will provide 100% green electricity, and Zerofootprint will offset the event to minimize its carbon footprint. Local tap water will replace bottled water, and all printing is on FSC certified, 100% post consumer recycled paper. Delegate bags, including breakout room notebooks and pens, are all eco-friendly.

Toronto Greenhouse launched in February 2009, and is best known for hosting a monthly Speaker Series that brings together Toronto's green business community in an interactive, learning, and networking environment. With over 1000 event attendees per year, Toronto Greenhouse is the leading environmental business forum in Toronto.

The full guide with speakers' bios is now available online at

http://www.torontogreenhouse.com/public_html/userfiles/GreenBusinessStrategySummitGuide.pdf

- 30 -

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Each of the three keynote presentations are excellent times to attend as media. A networking break will follow each speaker, and they will be available for interview afterward.

Get your media accreditation now by contacting Kelly Drennan at kelly@thirdeyemedia.ca