



Toronto Greenhouse Announces Speakers for its 2nd Annual GREEN BUSINESS STRATEGY SUMMIT

Media Advisory

Toronto, November 9th, 2011 - Toronto Greenhouse announces an impressive list of guest speakers and expert panellists for its second annual GREEN BUSINESS STRATEGY SUMMIT.

Investment in "clean" technology is exploding, the world's largest corporations have embraced environmental sustainability and customers are making purchasing decisions based on how "green" products or services are.

Facilitated workshops, expert panels and case studies along with insightful keynotes combine at GREEN BUSINESS STRATEGY SUMMIT 2011 to provide the foundation for a tangible business strategy.

Highlighted Keynote Speakers:

Morning:

Andy Shibata, Head of Brand Marketing, RBC

"Marketing Your Social Brand - Put Meaning into your Marketing"

Mid-day:

Bill Murphy, National Leader, Climate Change and Sustainability, KPMG Canada

"Corporate Sustainability: A Progress Report"

Final:

Edwin Lim, SVP, Sustainability & Building Science, Pinchin Environmental

"Integrating Sustainability in to Business Decisions"

Event: Green Business Strategy Summit 2011

Date & Time: Thursday, November 17, 2011 from 7:30 AM to 5:30 PM

Location: One King West Hotel, 1 King West, Toronto

For more info: GreenStrategySummit.com

Twitter Updates: @TOgreenhouse

-30-

For more information:

Wendy Stewart

Director of Public Relations & Communications, Toronto Greenhouse

P: 416-278-1545

E: wendystewart@torontogreenhouse.com