

**For Immediate Release  
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### **Tourism Toronto plants trees locally and Toronto's green story globally**

TORONTO, ON – More than 200 staff and members of Tourism Toronto planted trees and other plants in urban parks and spaces, including at the city's two downtown convention centres – the Metro Toronto Convention Centre and the Direct Energy Centre.

Tourism Toronto also used Earth Day to showcase Toronto's green story to potential visitors, recognizing the growing interest in green experiences and environmentally responsible travel.

"Green travel takes two forms – people who want to experience the natural assets of a destination and those who are vigilant about minimizing their environmental footprint," said David Whitaker, President and CEO of Tourism Toronto. "Toronto is well-positioned on both counts."

"Toronto is green. We have 3 million public trees within the city's boundaries, one of the longest recreational waterfronts in North America, a vast network of bike trails and the car-free oasis of the Toronto Islands."

"Being a green destination goes much further. It takes more than trees and parks – it takes a community-wide commitment to tread lightly and consume responsibly," said Mr. Whitaker.

#### **Putting green into action**

Today Tourism Toronto, many of its member businesses and students from local tourism and hospitality programs joined forces with Sheridan Nurseries and the City of Toronto to improve the sustainability and green aesthetic of four areas of Toronto. Tourism teams planted trees and other flora at the Metro Toronto Convention Centre, Direct Energy Centre, Coronation Park and Don Valley Brickworks.

Beyond Earth Day, Tourism Toronto has undertaken a comprehensive green program, including:

- Carbon offsetting of flights by Tourism Toronto staff, visiting travel media and clients
- Fully recyclable printing of all visitor guides and 100% use of vegetable inks
- Reuse and responsible disposal of old technology equipment such as cell phones and cartridges
- New responsible business practices including reductions in printing and paper and eliminating single-use materials such as disposable cups
- Establishment of a Tourism Green Team to understand worldwide best practices and adapt them for Tourism Toronto and the broader industry

Tourism Toronto has also launched a new web page: [www.torontotourism.com/green](http://www.torontotourism.com/green) - a resource for visitors, meeting planners and convention delegates highlighting Toronto's environmentally responsible businesses and tips on enjoying a green Toronto visit.

#### **Queen's Quay Terminal at Harbourfront**

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Website: [www.seetorontonow.com](http://www.seetorontonow.com)

## **Green meetings**

Toronto is building a reputation for environmentally responsible meetings, beginning with Canada's first "zero waste" meeting held at the Metro Toronto Convention Centre last year. Tourism Toronto is a member of the Green Meetings Industry Council and is constantly working with its partners to find new ways to meet in Toronto while leaving a smaller footprint.

"More and more meeting planners are thinking green when they choose their next meeting destination. Toronto is moving to the front of the line in green meetings thanks to the combination of progressive businesses like our convention centres and hotels, and the fact that Toronto's parks and waterfront give delegates a rich green experience," said Mr. Whitaker.

Tourism Toronto's new green web page [www.torontotourism.com/meetgreen](http://www.torontotourism.com/meetgreen) offers meeting planners ideas and resources for holding a green meeting in Toronto.

## **About Tourism Toronto**

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to strategically sell and market the Greater Toronto Region as a remarkable destination for tourists, convention delegates and business travelers around the globe. For more information on Tourism Toronto, please visit [www.torontotourism.com](http://www.torontotourism.com).

- 30 -

**Note to editors:** Photo of Tourism Toronto Earth Day team planting available on CP Photo Wire, or from the contact below.

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