



HOME, GREEN HOME

President Clinton headlines Green Living Show

It's his former VP that is perhaps best known for environmental advocacy. Nonetheless, former president Bill Clinton is no slouch when it comes to raising awareness about global issues. One of his foundation's projects is the Clinton Climate Initiative, whose mission is to apply a business-oriented approach to combatting climate change.

Clinton heads a marquee roster of speakers at this weekend's Green Living Show at the Direct Energy Centre, Exhibition Place.

Other guest speakers are Robert F. Kennedy Jr., Jean-Michel Cousteau, Michael "Pinball" Clemons and Ed Begley Jr.

The second annual show, organizers promise, is bigger, better and greener than ever.

It's "the ultimate event to help consumers green up their lives."

The show is double the size of last year's event, with more than 300 eco-friendly exhibitors showcasing the latest "greenovations" and an even larger roster of special guests.

The range of exhibitors, live presentations and seminars will enable visitors to immerse themselves in every aspect of green living.

"The success of last year's inaugural Green Living Show proved that Canadians are truly dedicated to embracing sustainable and healthy lives," says Laurie Simmonds, president and CEO of Green Living Enterprises, which is presenting the show.

"Based on this incredible public response, we felt compelled to push the green envelope further in 2008 by expanding the show and offering hundreds more ideas, solutions and products that will empower our guests to go green with ease."

Toronto's TAS DesignBuild, a major player in the green building movement in this city, hosts the Bringing Green Home booth – a 3,000-square-foot interactive exhibit where homeowners and home buyers can learn about sustainable building practices.

Debuting at the show is the CANUhome, a one-of-a-kind sustainable house composed of eco-friendly structural materials, furniture and appliances.

DIYers and decor mavens can check out a range of green renovation and home furnishing companies.

In addition, show organizers say visitors will be enlightened and entertained by experts in the fields of energy, transportation, environmental education, home and garden, eco-fashion, food and beverage, health and wellness, eco-tourism and recreation,

green business and more.

The main stage will play host to experts who'll speak about the latest green ideas and initiatives and motivate visitors to lessen their environmental footprint. The film and video festival *Planet in Focus* will showcase a series of documentaries, features and shorts on the ecology.

The Bike Feature allows cycling enthusiasts to participate in two-wheel test drives, watch expert demonstrations by the likes of professional mountain biker Ryan Leech and attend presentations covering all aspects of cycling.

The Yoga Stage will offer live demonstrations and mats for visitors to participate in mini classes.

President's Choice and The Home depot showcase their lines of environmentally friendly products.

The Green Living Kids Zone features live performances, child-focused films, activities, live animals and reptiles and youth yoga.

The Urban Forest will provide expert planting project advice.

The Test, Ride and Drive exhibit gives



Michael "Pinball" Clemons (top) and Robert F. Kennedy Jr. (above) are at this weekend's Green Living Show, as is Bill Clinton (top right).



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visitors a chance to try out battery, hybrid and fuel-cell electric vehicles.

Eco-fashion exhibitors will showcase a wide range of green clothes and accessories.

Visitors can also explore eco-travel options in the Eco-Tourism and Recreation area.

The Art of Nature fundraising exhibit and sale will feature Canadian art inspired by the natural world.

Visitors can shop for groceries at the Organic Marketplace and enjoy organic beverages in the Wine and Spirits Lounge.

For more information visit www.greenlivingshow.ca.

— Sun Media staff

'Go Blue' to be green

Canadians encouraged to cut water use

Canadians are being urged to cut their water consumption in half to save on utility bills and conserve the precious natural resource.

The recently launched national Go Blue campaign encourages citizens to change our "wasteful habits" because "Canada's fresh water supply is at risk."

"In many parts of Canada we are using our drinking water faster than nature can renew it," Go Blue officials report.

"Canadians are huge water wasters," says Bob Sandford, chairman of the Canadian Partnership Initiative of the UN Water for Life Decade. "We are the second largest water users in the world, just behind the Americans, and we don't seem to understand that our long-term supply of water is at risk."

"Everyone has a role to play in protecting this precious resource, and it's time for Canadians to start making changes," Sandford adds.

Organizers stress the importance of conserving water by making changes to our lifestyle and home equipment.

"We want Go Blue to help Canadians become more mindful of water as a precious resource, and motivate them to reduce their water use," says Sharon MacLeod, marketing director for Unilever Canada, which sells well-known brands of food and personal care products and originated the campaign. Since 1995, Unilever has taken significant steps to reduce its water use worldwide and has been named one of the Global 100 Most Sustainable Corporations in the World by *Corporate Knights* magazine. "We believe that by making a few simple changes to how we think

about and use water, especially in the home, Canadians can really make an impact."

Campaign organizers note that a recent IPSOs-Reid poll found most Canadians haven't adopted consistent water-conservation strategies even though it's relatively easy to reduce the use of H₂O.

The survey also revealed that:

- Just over half of Canadians (55%) are aware that a bath uses more water than a 10-minute shower. Go Blue officials point out that a standard bath uses about 75 litres of water, while a five-minute shower with a low-flow showerhead uses about half that amount. They say that by installing low-flow showerheads and reducing scrubbing time from the average 7.6 minutes to five minutes a Canadian family could save more than a swimming pool full of water a year.

- The average Canadian flushes the toilet 4.9 times a day. If everyone in Canada installed a low-flush toilet, we'd save about 25,000 Olympic swimming pools of water annually.

- Canadians, on average, water their lawns 1.5 times a week in the summer even though yards only need two to three centimetres of water on a weekly basis.

- While 86% of Canadians believe that it's important to use a rain barrel in their garden, only 43% actually do.

Visit goblue.org for water-saving tips in the bathroom, kitchen, laundry room and garden. The site also has a calculator that allows you to measure how much water you're using and to track your conservation success.

— Sun Media staff