



Alberta
Emerald
Foundation

Recognizing and celebrating
environmental excellence for 25 years.



ALBERTAN ECOHEROES TAKE ONE STEP CLOSER TO RECEIVING PRESTIGIOUS ENVIRONMENTAL AWARD

25TH Annual Emerald Awards Finalist Announcement – Media Package

MEDIA CONTACT

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March 24, 2016

RE: 25th Annual Emerald Awards Finalist Announcement – Media Package

To whom it may concern,

Our panel of knowledgeable third-party judges has narrowed down the 70 examples of environmental excellence nominated this year for an Emerald Award to our finalists. We're pleased to announce the people and projects that are one step closer to becoming an Emerald Award recipient.

The Emerald Awards, the only awards program of its kind in Canada, recognize and celebrate outstanding environmental achievements of individuals, not-for-profit associations, large and small corporations, community groups and governments from across Alberta. By elevating their determination and commitment to the environment, Emerald Award recipients and finalists become role models, inspiring positive change in environmental practices.

Enclosed, please find our media release for the 25th Annual Emerald Awards Finalist Announcement along with the full list of finalists, as well as information about the Emerald Awards and the Alberta Emerald Foundation. If you would like to schedule an interview with a member of our Foundation, or past Emerald Awards recipients, please contact me at 587.930.3995 or gregory@emerald.foundation.ca.

The 25th Annual Emerald Awards will be presented on June 8 at Telus Spark in Calgary.

Thank you.

Gregory Caswell
Communications & Outreach Manager

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FOR IMMEDIATE RELEASE

March 24, 2016

ALBERTAN ECOHEROES TAKE ONE STEP CLOSER TO RECEIVING PRESTIGIOUS ENVIRONMENTAL AWARD

CALGARY, AB – Today, at Calgary's Eau Claire Market, hopeful nominees joined the Alberta Emerald Foundation (AEF), its sponsors, volunteers and other members from the local community, for the announcement of the 25th Annual Emerald Awards Finalists.

Over the past weeks, a panel of knowledgeable third-party judges with cross-sectoral experience rose to the challenge of narrowing down the brilliant examples of innovation and environmental achievement nominated this year for the uniquely-Albertan award. A maximum of three nominees in each of the ten Emerald Award categories have been selected as a finalist. Only one per category will take home the award.

"The Alberta Emerald Foundation is at the forefront of celebrating great achievements in sustainable development, bringing awareness to the many unique environmental projects occurring throughout Alberta," says Aaron Dublenko, past Emerald Award recipient and member of the current judging panel. "Whether it's schools, industry, government, non-governmental agencies, large or small companies, anyone can be acknowledged for their ingenuity in sustainable practices. Such recognition reminds us that despite the many pressures our air, water and soil face, people are working tirelessly to use less, reduce their footprints and educate others on how to do the same."

"We are the only Foundation in the country to recognize the important work of environmental leaders across all sectors," says Andy Etmanski, Chair of the Board, AEF. "By honouring and elevating the ingenuity, dedication and hard work of these individuals and organizations, we inspire others to follow their example, benefiting all Albertans with a healthier and cleaner environment."

The Emerald Awards recognize and celebrate environmental excellence achieved by individuals, not-for-profit associations, large and small corporations, community groups and governments from across Alberta. Since 1992, the Emerald Awards has recognized over 475 finalists and 280 recipients who have demonstrated creative thinking and innovation in environmental management systems, technologies and education programs. The 25th Annual Emerald Awards will be presented on June 8, 2016 at Telus Spark in Calgary.

In addition to the Emerald Awards, the AEF, a not-for-profit charity, has developed a number of outreach initiatives, including Emerald Days and the Youth Environmental Engagement Grants program. For more information about the AEF, please visit www.emeraldfoundation.ca.

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For more information, or to arrange an interview, please contact:

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ANNOUNCING THE 25TH ANNUAL EMERALD AWARDS FINALISTS
(in alphabetical order)

<p>Large Business (> 100 employees) <i>presented by Enbridge</i></p> <p><u>ConocoPhillips Canada</u> Project: Implementing and Sharing Energy Efficiency Innovation <i>Calgary</i></p> <p><u>Mattamy Homes</u> Project: Mattamy ecoEII NZEH Community - Cityscape <i>Calgary</i></p> <p><u>NOVA Chemicals</u> Project: NOVA Chemicals Community Nature Trail <i>Red Deer</i></p>	<p>Education <i>presented by ABCRC</i></p> <p>School or Classroom</p> <p><u>Aspen Heights MicroSociety</u> Project: Creating the Ultimate Environmental Experience <i>Red Deer</i></p> <p><u>Clandonald School</u> Project: Warriors of the Rainbow <i>Clandonald</i></p> <p><u>Johnny Dulku and Kitty Cochrane</u> Project: Fort McMurray Public School District's Green Champions <i>Fort McMurray</i></p>	<p>Community Group or Not-For-Profit Association <i>presented by Syncrude</i></p> <p>Grassroots (<100 employees)</p> <p><u>Electronic Recycling Association</u> <i>Calgary</i></p> <p><u>Friends of Fish Creek Provincial Park</u> Project: The Learning Natural Program <i>Calgary</i></p> <p><u>Sustainable Food Edmonton</u> <i>Edmonton</i></p>
<p>Small Business (<100 employees) <i>presented by ConocoPhillips Canada</i></p> <p><u>Bullfrog Power Inc.</u> <i>Calgary</i></p> <p><u>DIG Do It Green</u> <i>Calgary</i></p> <p><u>Echo-Logic Land Corporation</u> Project: Echohaven <i>Calgary</i></p>	<p>Post-Secondary</p> <p><u>NAIT</u> Project: Alternative Energy Technology Program <i>Edmonton</i></p> <p><u>University of Alberta - Augustana Campus</u> Project: University-based Community Service-Learning for the Environment <i>Camrose</i></p>	<p>Large Organization (> 100 employees)</p> <p><u>Cerebral Palsy Association in Alberta</u> Project: Social Enterprise <i>Calgary</i></p> <p><u>Green Calgary</u> <i>Calgary</i></p> <p><u>Momentum</u> Project: Momentum's Sustainability Audit Group <i>Calgary</i></p>
<p>Public Education & Outreach</p> <p><u>City of Edmonton</u> Project: The TUNNEL Project (Toward an Urban Network of Native Edible Landscaping) <i>Edmonton</i></p> <p><u>The Royal Canadian Geographical Society</u> Project: The Classroom Energy Diet <i>Ottawa</i></p> <p><u>Strathcona County Utilities</u> Project: Green Routine <i>Sherwood Park</i></p>	<p>Government Institution <i>presented by ATCO Gas & ATCO Electric</i></p> <p><u>City of Edmonton: Utility Services Branch</u> Project: Reuse Centre <i>Edmonton</i></p> <p><u>University of Calgary</u> Program: High Performance Green Building Program <i>Calgary</i></p>	<p>Youth <i>presented by Shell Canada</i></p> <p><u>Hayley Todesco</u> <i>Calgary</i></p> <p><u>Kelsey Armstrong</u> Project: Storm Drain Survival Kits <i>Lethbridge</i></p>



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Shared Footprints Award
presented by Alberta Real Estate

Foundation
ALUS in Alberta
Calgary

Beaver Hills Initiative
Sherwood Park

Individual Commitment

Jerry Brunen
Western Sky Land Trust Society
Calgary

Melvin Mathison
Lakeland College
Vermilion

Roy Louis
Battle River First Nation Water Ceremony
Maskwacis

Emerald Challenge: Innovation
sponsored in part by GE Energy

Environmental Law Centre (Alberta)
Society

Project: Bringing Environment into the
Classroom: Environmental Law 101 in
Alberta High Schools
Edmonton

Quest Carbon Capture & Storage
Shell Canada
Fort Saskatchewan

Town of Banff
Banff

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Alberta Emerald Foundation at a Glance

Recognizing, Celebrating and Inspiring Environmental Excellence in Alberta

The Alberta Emerald Foundation, a registered charity operating as a nonprofit organization, firmly believes that environmental excellence should be recognized and encouraged to the fullest. By celebrating and promoting environmental achievements, the Alberta Emerald Foundation inspires others to adopt and learn from these outstanding examples.

- Vision:** To recognize and celebrate environmental excellence.
- Mission:** Recognizing, celebrating and inspiring environmental excellence
- We Value:** Promoting environmental leadership
Communicating and collaborating with others
Ensuring the integrity and credibility of the Foundation
Engaging the next generation

Why the Emerald?

The emerald was chosen as a metaphor of all that is derived from the earth: it is brilliantly green, precious, beautiful in its natural form, nurtured and protected by nature, resilient and abundant. We treasure it, as we treasure all of the facets of our environment and those who work to preserve it.

The Alberta Emerald Foundation

The Alberta Emerald Foundation's preeminent initiative is the **Emerald Awards** program, which celebrate outstanding achievements by Albertans committed to protecting, preserving, enhancing and sustaining our environment.

The Awards are the only recognition program of their kind, celebrating environmental achievements at all levels. 2016 will mark the 25th Annual Emerald Awards.

While the Emerald Awards are the heart of the Alberta Emerald Foundation, the foundation has introduced other initiatives that compliment and enhance the awards, advancing our mission to recognize, celebrate and inspire environmental excellence in Alberta.

Our successes include:

- Recognition and promotion of over 2,000 examples of environmental excellence and the celebration of over 475 finalists and 260 Emerald Award recipients since 1992.
- Youth Environmental Engagement Grant Program, which launched in 2009 and reaches over 7,000 youth annually.
- Sharing Stories, a communication strategy that raises awareness of the Emerald Awards and its nominees, launched in 2011
- Launched Emerald Day program in 2012, with events in Grande Prairie, Red Deer, Camrose and Fort McMurray to date.

For more information about the Alberta Emerald Foundation and its programs,
visit emerald.foundation.ca.



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EMERALD LEGACY LEADER



EMERALD LEADERS



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