



**Alberta  
Emerald  
Foundation**

**IT COULD BE YOU!  
NOMINATIONS NOW OPEN FOR  
THE 24<sup>TH</sup> ANNUAL EMERALD AWARDS**

**Media Package**

**MEDIA CONTACT**

Gregory Caswell, Communications & Outreach Manager

P: 587.930.3995

E: [gregory@emeraldfoundation.ca](mailto:gregory@emeraldfoundation.ca)

W: [emeraldfoundation.ca](http://emeraldfoundation.ca)



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**AEF OFFICE**

700 Scotia Tower 1  
10060 Jasper Avenue  
Edmonton, AB T5J 3R8

Tel: (780) 616-1556  
Email: [info@emeraldfoundation.ca](mailto:info@emeraldfoundation.ca)  
[www.emeraldfoundation.ca](http://www.emeraldfoundation.ca)

January 20, 2015

RE: 24<sup>th</sup> Annual Emerald Awards Nominations Media Package

Dear Editor,

Awards season is upon us! As Hollywood prepares to hand out the Oscars to the best in film, a uniquely-Albertan awards ceremony is inviting people from all walks of life to nominate their outstanding environmental achievements from the past year: The 24<sup>th</sup> Annual Emerald Awards.

The Emerald Awards, the only recognition program of its kind in Canada, recognize and celebrate outstanding environmental initiatives undertaken by 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 our nominations announcement, as well as a backgrounder 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, or have any questions, please feel free to contact me at 587.930.3995 or [gregory@emeraldfoundation.ca](mailto:gregory@emeraldfoundation.ca).

Thank you.

Gregory Caswell  
Communications & Outreach Manager

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**MEDIA RELEASE**

*For Immediate Release*

January 20, 2015

**IT COULD BE YOU! NOMINATIONS NOW OPEN FOR  
THE 24<sup>TH</sup> ANNUAL EMERALD AWARDS**

**EDMONTON, Alberta** – Have you, or someone you know, made an outstanding contribution to the environment over the past year? The Alberta Emerald Foundation invites you to celebrate your achievement with a nomination for the 24<sup>th</sup> Annual Emerald Awards.

The Emerald Awards recognize and reward outstanding environmental initiatives undertaken by individuals, not-for-profit associations, large and small corporations, community groups and governments from across Alberta. Last year, the Alberta Emerald Foundation presented 17 Emerald Awards that honoured creative thinking and innovation in environmental management systems, technologies and education programs, inspiring Albertans to balance their growth and resource development with the preservation of the environment. This year, it could be you!

"We are the only foundation in the country to recognize the important work of environmental leaders across all sectors," says Alan Ross, Chair of the Board, Alberta Emerald Foundation. "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."

Deadline for nominations is February 20, 2015 at 4 p.m. and can be submitted at [www.emeraldfoundation.ca/emerald-awards](http://www.emeraldfoundation.ca/emerald-awards). All nominations will be evaluated by a panel of highly qualified and knowledgeable judges with cross-sectoral experience. Recipients and finalists will be recognized at the 24<sup>th</sup> Annual Emerald Awards ceremony on June 4, 2015 at Edmonton's Citadel Theatre.

The Alberta Emerald Foundation celebrates and showcases environmental leadership in Alberta. In addition to the Emerald Awards, the Alberta Emerald Foundation has developed a number of outreach initiatives, including Emerald Days and the Youth Environmental Engagement Grants program. For more information about the Alberta Emerald Foundation, go to [www.emeraldfoundation.ca](http://www.emeraldfoundation.ca).

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

Gregory Caswell  
Communications & Outreach Manager, Alberta Emerald Foundation  
E: [gregory@emeraldfoundation.ca](mailto:gregory@emeraldfoundation.ca)  
P: 587.930.3995



## Alberta Emerald Foundation at a Glance

*Taking the positive approach in encouraging environmental excellence.*

The Alberta Emerald Foundation, a registered charity operating as a non-profit 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:** Alberta Emerald Foundation is a catalyst for inspiring environmental excellence

**Mission:** Recognizing, celebrating and inspiring environmental excellence

**We Value:** Recognition of environmental excellence  
Communication and collaboration with others  
Promotion of environmental attitudinal change  
Integrity and credibility of the Foundation

### 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 pre-eminent initiative is the **Emerald Awards** program, which celebrate outstanding achievements by Albertans committed to protecting, preserving, enhancing and sustaining our environment.

The Emerald Awards are the only recognition program of their kind, celebrating environmental achievements at all levels. 2015 will mark the 24<sup>th</sup> Annual Emerald Awards.

While the Emerald Awards are the heart of the Alberta Emerald Foundation, the foundation has introduced other initiatives that complement 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 450 finalists and 250 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 and Fort McMurray to date.

**For more information about the Alberta Emerald Foundation and its programs,  
please visit [emerald.foundation.ca](http://emerald.foundation.ca).**

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