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MEDIA RELEASE

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SHELL CANADA ELEVATES OUTSTANDING ENVIRONMENTAL ACHIEVEMENTS THROUGH EMERALD AWARD SPONSORSHIP

EDMONTON, Alberta – Shell Canada Ltd intensified their commitment to environmental excellence today by announcing their \$50,000 sponsorship of the *Public Education & Outreach Award* category at the 24th Annual Emerald Awards.

The *Public Education & Outreach Award* recognizes community-based individuals, organizations and initiatives that demonstrate leadership and creativity in educating the broader public about environmental matters.

“As the sponsor of the Public Education and Outreach category, Shell Canada is able to recognize and elevate the dedication of those who go to extraordinary lengths to inspire positive environmental action within their community,” said Lorraine Mitchelmore, Shell Canada Country Chair and EVP, Heavy Oil. “We’re pleased to support the Alberta Emerald Foundation as it celebrates the outstanding environmental achievements of Albertans.”

“We are grateful to Shell Canada Ltd for their ongoing support of the Alberta Emerald Foundation’s vision and mission,” said Alan Ross, Board Chair, Alberta Emerald Foundation. “With the generosity and commitment of companies like Shell Canada Ltd, we are able to inspire Albertans to take positive steps in the protection and preservation of our environment.”

The Alberta Emerald Foundation is currently accepting nominations for all 24th Annual Emerald Award categories. Deadline for nominations is February 20, 2015 at 4 p.m. and can be submitted at 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 24th 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.

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For more information about the Alberta Emerald Foundation, or to schedule an interview, please contact:

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