



THE RESULTS ARE IN! THE 24TH ANNUAL EMERALD AWARDS FINALISTS ANNOUNCEMENT

Media Package

MEDIA CONTACT

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March 27, 2015

RE: 24th Annual Emerald Awards Finalists Media Package

To whom it may concern,

Over the past weeks, our panel of knowledgeable third-party judges have risen to the task of narrowing down the brilliant examples of creativity and environmental dedication that were nominated this year for an Emerald Award to our finalists. We're pleased to announce the projects and initiatives in eight cross-sectoral categories that are one step closer to becoming an Emerald Award recipient.

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 announcement of the 24th Annual Emerald Awards 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.

Thank you.

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FOR IMMEDIATE RELEASE

March 27, 2015

THE RESULTS ARE IN! FINALISTS FOR THE 24TH ANNUAL EMERALD AWARDS ANNOUNCED

EDMONTON, AB – “And the finalists for the 24th Annual Emerald Awards are...” Today, at Edmonton’s City Hall, nominees joined the Alberta Emerald Foundation, its sponsors, volunteers and other members from the local community, to find out who would be taking another step towards receiving the coveted environmental award.

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 creativity and environmental dedication that were nominated this year for the uniquely-Albertan award. A maximum of three nominees in each of the eight Emerald Award categories has been selected as a finalist. Only one per category will take home the award.

“Every year the Emerald’s tell the stories of our most beloved and cherished Albertans, our environmental stewards,” says Raquel (Rocky) Feroe, three-year Emerald Award judge. “The Emerald Awards are a great way for anyone with a love for our province to learn from our best.”

“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.”

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. Since 1992, the Emerald Awards has recognized over 450 finalists and 250 recipients demonstrating creative thinking and innovation in environmental management systems, technologies and education programs. The 24th Annual Emerald Awards will be presented on June 4, 2015 at the Citadel Theatre in Edmonton.

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, please visit www.emerald.foundation.ca.

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

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**ANNOUNCING THE 24TH ANNUAL EMERALD AWARDS FINALISTS
(in alphabetical order)**

Large Business	Small Business	Public Education & Outreach
<p><u>Mammoet Canada Western Ltd.</u> <i>Edmonton</i></p> <p><u>Suncor Energy Inc.</u> Project: Suncor Nikanotee Fen <i>Calgary</i></p> <p><u>Syncrude Canada Ltd.</u> Project: Sandhill Fen Technical Advisory Committee <i>Fort McMurray</i></p>	<p><u>Circle T Consulting</u> <i>Vegreville</i></p> <p><u>DIG Do It Green</u> <i>Calgary</i></p> <p><u>Verge Premaculture (Rob & Michelle Avis)</u> <i>Calgary</i></p>	<p><u>Centre for Affordable Water and Sanitation Technology</u> Project: Youth Wavemakers <i>Calgary</i></p> <p><u>ConocoPhillips Canada</u> Project: Quest/Destination Conservation Program <i>Calgary</i></p> <p><u>Green Energy Futures</u> <i>Edmonton</i></p>
Education	Community Group or Not-for- Profit Association	Government Institution <i>Presented by ATCO Gas & ATCO Electric</i>
<p><u>Captain Nichola Goddard School</u> Project: Green Commuting Hubs <i>Calgary</i></p> <p><u>Clandonald School</u> Project: Warriors of the Rainbow <i>Clandonald</i></p> <p><u>Westmount Charter School</u> Project: The People for Energy & Environmental Literacy (PEEL) Program <i>Calgary</i></p>	<p><u>Aseniwuche Winewak Nation of Canada</u> Project: Caribou Patrol Program <i>Grande Cache</i></p> <p><u>Camrose Wildlife and Stewardship Society</u> Project: Camrose Wildlife and Greenspace Stewardship Project <i>Camrose</i></p> <p><u>Fish and Wildlife Crowsnest Pass Bearsmart</u> <i>Bellevue</i></p>	<p><u>Alberta Environment & Sustainable Resource Development</u> Project: The Alberta Aquatic Invasive Species Program <i>Edmonton</i></p> <p><u>City of Edmonton</u> Project: Designing for wildlife passage in an increasingly fragmented world <i>Edmonton</i></p> <p><u>Lacombe County</u> Lacombe County Environmental Management System - Leading from within <i>Lacombe</i></p>
Individual Commitment		Emerald Challenge: Water <i>Presented by Encana</i>
<p><u>Dr. Bonnie Shapiro</u> <i>Calgary</i></p>		<p><u>Nature Alberta</u> Project: Living by Water <i>Edmonton</i></p> <p><u>Trout Unlimited Canada</u> Project: Yellow Fish Road <i>Calgary</i></p>

Recognizing, Celebrating and Inspiring Environmental Excellence



Alberta Emerald Foundation at a Glance

Recognizing, Celebrating and Inspiring Environmental Excellence in Alberta

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 is 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 celebrates 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 24th 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 2,500 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 emeraldfoundation.ca.

Recognizing, Celebrating and Inspiring Environmental Excellence

EMERALD LEGACY LEADER



EMERALD LEADERS



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