



**Alberta  
Emerald  
Foundation**

# **Alberta Emerald Foundation 24th Annual Emerald Awards Recipient Announcement**

## Media Package

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**Recognizing, Celebrating and Inspiring Environmental Excellence**

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## **FOR IMMEDIATE RELEASE**

June 5, 2015

### **ALBERTA'S ENVIRONMENTAL INNOVATORS RECOGNIZED AT EMERALD AWARDS CELEBRATION**

EDMONTON, Alberta - On June 4, 2015, environmental leaders from across the province gathered at Edmonton's Citadel Theatre for the announcement of the 24th Annual Emerald Awards. Presented by the Alberta Emerald Foundation, the uniquely-Albertan award showcases environmental excellence in nine cross-sectoral categories.

Earlier this year, the Alberta Emerald Foundation received many nominations for the prestigious Emerald Awards. A panel of knowledgeable third-party judges was tasked with reviewing all nominations and selecting three finalists and one recipient per category.

"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 shine a spotlight on an area that many people may not be aware of," says Grant Pearsell, recipient of the Government Institution Award for the City of Edmonton. "The Emerald Awards help others by giving a frame of reference for excellent environmental works that they wouldn't otherwise have."

Hosted by local theatre artists Jana O'Connor and Chris Bullough, the 24th Annual Emerald Awards celebration featured special performances by Strathcona County High School Choir, award-winning Toy Guns Dance Theatre and Nuella Charles, and an original poem by Poet Laureate Mary Pinkoski. Providing greetings from the City of Edmonton and Province of Alberta were City Councillor Michael Walters and Deputy Minister Bill Werry and Sherwood Park - Strathcona MLA Estefania Cortes-Vargas respectively.

The Alberta Emerald Foundation celebrates and showcases environmental leadership in Alberta. Since 1992, the Foundation has recognized over 250 recipients and 450 finalists through the Emerald Awards program. 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](http://www.emerald.foundation.ca).

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

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## 24th Annual Emerald Awards Recipients

Category: Community Group or Not-for-Profit Association (presented by Syncrude Canada Ltd)

**Recipient: Camrose Wildlife and Stewardship Society**  
for *Camrose Wildlife and Greenspace Stewardship Project*

Category: Large Business (presented by Enbridge)

**Recipient: Syncrude Canada Ltd**  
for *Sandhill Fen Watershed Research Initiative*

Category: Small Business (presented by ConocoPhillips Canada)

**Recipient: Verge Permaculture**

Category: Education (presented by Alberta Beverage Container Recycling Corp.)

**Recipient: Captain Nichola Goddard School**  
for *Green Commuting Hubs*

Category: Public Education & Outreach (presented by Shell Canada)

**Recipient: ConocoPhillips Canada**  
for *Quest/Destination Conservation Program*

Category: Government Institution (presented by ATCO Gas & ATCO Electric)

**Recipient: City of Edmonton**  
for *Designing for Wildlife Passage in and Increasingly Fragmented World*

Category: Ron Kruhlak Award (presented by McLennan Ross LLP)

**Recipient: Junior Achievement of Northern Alberta & NWT**

Emerald Challenge: Water (presented by Encana)

**Recipients (tie): Nature Alberta**  
for *Living by Water*  
**Trout Unlimited Canada**  
for *Yellow Fish Road*

Category: Individual Commitment (presented by Alberta Real Estate Foundation)

**Recipient: Dr. Bonnie Shapiro**

For a complete list of Emerald Awards recipient, finalists and project descriptions, please visit [emeraldfoundation.ca/emerald-awards/2015-awards/](http://emeraldfoundation.ca/emerald-awards/2015-awards/).

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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 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 in Canada, celebrating environmental achievements at all levels. 2015 marks the 24<sup>th</sup> anniversary of the 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.

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