



MEDIA NEWS RELEASE

August 1st, 2006

FOR IMMEDIATE RELEASE:

'A TASTE OF THE WASTE'

Something new is happening at the 13th Annual Krinos Taste of the Danforth this year that is good and it is not just the food. How much garbage do more than 1 million people create in a weekend? greenTbiz and Toronto Environmental Volunteers (TEVs) are about to find out!

Over 50 TEVs will be out in full force on Friday 6pm-8:30pm and Saturday and Sunday 12pm-5pm acting as 'Recycling Ambassadors' where they will assist the over 1 million attendees with direction to the correct receptacle for their garbage right at the point of the 'drop'. You can bet that they will be waist high in waste! As a 'pre-emptive' measure, bottles and cans will be diverted into the appropriate streams before they leave the event.

Faiza Ansari, Directors of Operations for the GreekTown on the Danforth Business Improvement Area and the Taste of Danforth states, "Every year, special events such as the Taste of the Danforth send waste to landfill that could be recycled. This year we are committed to ensuring that as many bottles and cans as possible are recycled and have partnered with greenTbiz and the Toronto Environmental Volunteers to ensure we meet our goal."

During the event, there will be recycling containers located next to garbage containers along Danforth Avenue. To ensure every bottle and can is recycled, TEVs will be located at each recycling container directing people to place the bottles and cans into the right containers and ensuring the recyclables are not contaminated with garbage.

Jessica Chow, Acting Volunteer Coordinator of the Toronto Environmental Volunteers comments, "Our volunteers are there to ensure that all bottles and cans are put into the right bin so people can recycle and move on."

This new measure with the moniker CAN IT!, which stands for 'Community Ambassador Network & Information Team' is a part of greenTbiz, a program developed by the Toronto Association of Business Improvement Areas or TABIA. Toronto events such as The Krinos Taste of the Danforth are international tourism attractions borne from the efforts of the local BIAs.

So it's full service this year at 'The Taste', even at the garbage can on the way out.

In future, greenTbiz and TEV looks forward to assisting all Business Improvement Areas Special Events to CAN IT!

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P.S. - We will let you inaugurate the event with the 1st piece. After you have washed down the best baklava around, please make sure that this plastic bottle gets into the right stream.

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MEDIA NEWS RELEASE – June 25th, 2006
'A Taste of the Waste'

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About greenTbiz:

greenTbiz is a program developed by the Toronto Association of Business Improvement Areas or TABIA in an effort to assist the BIAs, their member business and property owners with energy conservation, environmental programs and general education and awareness.

www.greenTbiz.org

About TABIA:

The Toronto Association of Business Improvement Areas (TABIA) is a non-profit umbrella organization representing the City of Toronto's 54 Business Improvement Areas who in turn represent more than 20,000 business & property owners.

www.toronto-bia.com

About Toronto Environmental Volunteers:

The Toronto Environmental Volunteers (TEV) are committed individuals who play an integral role in educating Toronto residents about City environmental programs and initiatives. TEVs focus on many environmental issues such as solid waste management (garbage, recycling and composting), water efficiency, household hazardous waste, sustainable transportation, energy efficiency, air quality and pesticide by-law. TEV members provide thousands of hours of educational services to residents on behalf of the City of Toronto each year.

www.toronto.ca/tev

About The Krinos Taste of the Danforth:

The Krinos Taste of the Danforth Festival is the signature event produced by the GreekTown on the Danforth Business Improvement Area. Our massive, weekend-long, family-friendly street party draws more than one million visitors to our district each August. Closed to vehicular traffic for three days, the 3 kilometre stretch of Danforth Avenue becomes a culinary playground offering festival-goers a sampling of every kind of food imaginable while experiencing live entertainment and a multitude of special activities.

www.tasteofthedanforth.com