

**TABIA receives 2005 Green Toronto Award of Excellence
for Market Transformation
in recognition of its Light Emitting Diode Holiday Lights Initiatives**



Mayor David Miller, TABIA President John Wakulat, Summerhill Group Vice President James Alden and Deputy Mayor Joe Pantalone

Toronto **greenliving** Magazine Spring/Summer 2005

to organic clothing, Grassroots is in the business of providing customers with solutions. Whether someone wants to reduce the amount of electricity they consume or cut down their water use, Grassroots sells or sources the products needed to positively transform lifestyles. By creating consumer awareness, offering cost-effective solutions to reduce waste and featuring a variety of environmentally friendly household goods at competitive prices, Grassroots is recognized for innovation that continues to change the marketplace.



Bloor-Yorkville BA: bright lights, big energy savings



One of Toronto's two Grassroots environmental/lifestyle stores

TABIA, The Toronto Association of Business Improvement Areas has environmentally revolutionized tree lighting throughout the city. After investigating a new product in holiday lighting, TABIA embarked on a program to replace all incandescent tree lights with light-emitting diode (LED) technology. LED lights offer 95 per cent conservation of electricity, which results in a reduction of greenhouse-gas emissions. Since LED lamps have no filaments, they do not burn out, so there are no bulb replacements or old bulbs to be deposited as waste. And because LED sets last for up to 11 years of continuous use, energy from manufacturing is conserved. Consumer adoption of the program is growing, with sales of over 500,000 sets of LED lights in 2004, a clear indication that TABIA is an environmental leader in initiating green changes in the marketplace.



Toronto Association of Business Improvement Areas (TABIA)

"It is important to us that we, as a business organization extend our stewardship skills to efforts that affect a better bottom line in conservation and the general betterment of the environment."

John Kiru
Executive Director, TABIA

OUR JUDGES

- David Crane, TORONTO STAR
- Marion Fraser, MINISTRY OF ENERGY
- Tyler Hamilton, TORONTO STAR
- Sonia Labatt, UoT
- Eric Young, E.Y.E.

Sponsored by:

