



First Festival Achieves EcoLogo Certification

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Tim Hortons Ottawa Dragon Boat Festival Becomes the First Event to be EcoLogo Certified

The EcoLogo Program congratulates the Tim Hortons Ottawa Dragon Boat Festival (THODBF), the largest dragon boat festival in North America, for becoming the first festival to achieve EcoLogo certification under its revised standard for events.

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. Originally formed in 1988 by the Canadian Federal Government, EcoLogo is now one of the most recognizable eco-labels in North America.

"On behalf of the EcoLogo Program, I am proud to recognize the Tim Hortons Ottawa Dragon Boat Festival as the first to be certified under the EcoLogo Program's standard for events," says Scott McDougall, President of TerraChoice, managers of the EcoLogo Program. "Tim Hortons, the Festival organizers, and the paddlers themselves can be proud of creating and participating in this great and greener event. EcoLogo certification means leadership in the use of renewable electricity and/or offsetting carbon emissions, waste reduction and disposal, and the use of environmentally greener products and services."

The Tim Hortons Ottawa Dragon Boat Festival is the largest dragon boat festival in North America. It features both competitive and recreational racing, musical entertainment, and a variety of vendors and family oriented activities. The Tim Hortons Ottawa Dragon Boat Festival began in 1993 with assistance from the Hong Kong Canada Business Association and had 25 participating teams over a half-day event. Since then it has grown to a 3-day sell-out with 190 teams and 5,000 paddlers, 73,000 spectators, a host of entertainers, exhibitors/vendors and a comprehensive silent auction tent.

This new EcoLogo standard allows events such as concerts and tradeshows to demonstrate real environmental leadership by reducing energy and materials consumption. Through the EcoLogo Program, festivals such as THODBF are encouraged to purchase renewable electricity, to offset carbon emissions and to minimize waste through the selection and use of recyclable and compostable products.

To achieve EcoLogo certification, the THODBF has met criteria in a variety of categories including materials, waste, energy and transportation, and will undergo on-site audits to ensure compliance.

"The Festival team is absolutely thrilled to be EcoLogo certified," says John Brooman, Executive Director of the THODBF. "The

participants, staff, and board members have made being environmentally responsible a top priority, and by achieving EcoLogo certification we have formalized this commitment. As the first festival to be certified, we are proud to be a leader in our industry and hope to inspire other festivals, conferences, and events across the country to join us.”

The Tim Hortons Ottawa Dragon Boat Festival takes place at Mooney’s Bay in Ottawa, ON, from June 18 to 20, 2010.