



solar & conservation fair on the Lakeshore

IMMEDIATE RELEASE Shedding Light on Green Power

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On Saturday September 10, 2011, the 2nd Annual Solar and Conservation Fair hosted by local Lakeshore Business Improvement Areas and organized by TABIA's greenTbiz program will take place at the Assembly Hall in South Etobicoke from 11 am to 4 pm. This one-day community event will feature exhibitors, vendors and speakers on topics related to renewable energy, conservation and environmental sustainability. It will be highlighted by a 3 p.m. keynote address delivered by noted environmental author and speaker Jim Harris. The event is open to residents and businesses. Admission is free.

The Fair is an opportunity for people who not only care about reducing their environmental footprint, but also want to learn how to benefit financially from taking on green initiatives. Attendees can go to seminars on topics such as residential rooftop solar technology and community power, speak to exhibitors who are providing sustainable food options and solar technology, find out about green career opportunities, sample locally-sourced refreshments and learn how to build a community power project.

“Even though Ontario has implemented the *Green Energy and Green Economy Act*, not all communities have easy access to the knowledge and tools required to participate in this emerging sustainable economy” says Robert Wakulat, principal of Wakulat|Law and program manager of greenTbiz. “Small business owners and residents are busy and don't have the time to research how they can participate in the province's emerging green economy. This event is designed to bring them that information and make it accessible to businesses, residents and community groups.”

The Fair is an example of community spirit, created and planned with the participation of local business associations, dedicated volunteers and non-profit community groups who share a passion for a cleaner, healthier and prosperous future. It offers members of the community the opportunity not only to learn about alternative energy from industry leaders, but also from each other. “If you want to find like-minded people in your community to develop projects such as a community power initiative, then this event is a place where you can meet people and discuss ways to make it happen,” adds Wakulat. The Fair will also help the local economy by featuring several local businesses, giving residents the opportunity to directly support their neighbourhood business owners.

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