

MEDIA RELEASE

For Immediate Release

Greening Theme at Tourism Burlington AGM

Over 50 tourism partners attended the Tourism Burlington AGM on Thursday May 28th held at the Royal Botanical Gardens to learn more about **Tourism that Doesn't Cost the Earth**. Keynote speaker Shannon Guihan from the Icarus Foundation discussed the risks of climate change and steps the tourism industry could take to reduce their impact on the environment.

Local tourism attractions then shared their greening stories. Speakers included representatives from Canada's Largest Ribfest, Sound of Music Festival, Royal Botanical Gardens and Conservation Halton. All of these agencies have taken significant steps to reduce their impact on the environment. Both Ribfest and Sound of Music sort all waste during their events plus offer shuttle buses and other transportation options to reduce emissions and congestion. The RBG has over the past 20 years taken numerous steps to reduce the use of pesticides by introducing other methods of controlling insects and weeds and actually has been an industry leader in this regard. In 2008, the RBG opened the Helen M. Kippax Garden of native plants which showcases sustainable gardening practices. Conservation Halton has made many changes to their energy use by installing geothermal heating and cooling, solar panels, wind turbines, reverse osmosis systems etc. in their facility operations. They also have received Gold Eco Schools Certification for their education programs at Mountsberg and Crawford Lake. All of these presenters stressed the importance of public education so that their visitors can assist particularly in the recycling process.

At this annual meeting Tourism Burlington also provided an overview of 2008 tourism activities and highlighted plans for 2009 including the many new exciting marketing initiatives.

Thanks to the sponsors who contributed to the success of this event: [Royal Botanical Gardens](#) and [Pepperwoods Catering](#).

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