



**FOR IMMEDIATE RELEASE**

**METRO TORONTO CONVENTION CENTRE TAKES ANOTHER STEP TOWARD ENVIRONMENTAL SUSTAINABILITY**

TORONTO, MARCH 2, 2009 –Demonstrating their commitment to leadership in environmental sustainability, the Metro Toronto Convention Centre (MTCC) has hired Tonya Lagrasta for the role of Sustainability Coordinator. Tonya will focus on minimizing the MTCC’s operational footprint by enhancing the several environmental and social initiatives currently in place, expanding the MTCC’s roster of green meeting services - including the increasingly popular Zero Waste events - and further infusing sustainable approaches to everyday operations.

“Hiring a Sustainability Coordinator reaffirms that our commitment to green practices goes beyond token initiatives. Every aspect of our operations will benefit from Tonya’s integrated approach, which comes from a background of creating sustainable solutions in such diverse settings as manufacturing, construction and hospitality,” says Vince Quattrociochi, Vice President of Operations. “Our clients can be assured that we are continuously working to reduce our impact on the environment.”

The MTCC already has a track record of exemplary leadership in environmental responsibility:

- The Centre currently diverts 77% of all waste generated, and donates more than 2,000 lbs of food leftovers annually to local food banks.
- Clients and event planners can opt for clean, renewable energy, made possible through a special partnership with Bullfrog Power, which also powers all MTCC administrative offices and electronic signage. Following our lead, all onsite MTCC official suppliers – including AVW Telav, GES, Livingston Event Logistics, ShowTech Power & Lighting, and Target Security - will be “Bullfrog powering” their internal offices as well.
- By retrofitting older lighting, using motion detectors in meeting rooms, and replacing and modernizing old natural gas boilers, the MTCC has reduced energy consumption by 20% over eight years.



- The MTCC South Building is naturally cooled with extremely cold deep water extracted from Lake Ontario and is equipped with a seven-acre green roof, significantly reducing electricity consumption, carbon dioxide emissions and use of ozone-depleting refrigerants.

The MTCC's leadership in protecting the environment has been repeatedly recognized by the industry and business community through numerous awards including the 2007 International Association of Congress Centres Innovation Award, the Building Owners and Managers Association of Canada (BOMA) GO Green designation and the Gold Award in the Ontario Waste Minimization Awards by the Recycling Council of Canada.

“Our position on environmental stewardship is based on going ‘above and beyond’. Hiring a Sustainability Coordinator helps us run a more sustainable business, and provides a resource to those clients committed to hosting a green event,” explains Barry Smith, President & CEO. “For the MTCC it’s about being more than just responsible. Our goal is to provide inspired and innovative leadership in this area and to serve as an outstanding role model and global leader within our industry.”

### **About the MTCC**

The Metro Toronto Convention Centre is Canada's #1 convention and trade show facility. Since its opening in 1984, the MTCC has hosted approximately 12,000 events and entertained nearly 40 million guests. For further information, please visit [www.mtccc.com](http://www.mtccc.com).

- 30 -

For Further Information Please Contact:

Christine Chiu

Metro Toronto Convention Centre

(416) 585-8106

[cchiu@mtccc.com](mailto:cchiu@mtccc.com)