



Ajax-Pickering Board of Trade launches Environment Task Force Proactively raising awareness while applauding green-minded members

AJAX/PICKERING, May 2007 – The Ajax-Pickering Board of Trade, in partnership with the Durham Sustain Ability (DSA) and Durham Strategic Energy Alliance (DSEA), will host a presentation of Al Gore's *An Inconvenient Truth* on May 15, at Deer Creek Golf & Banquet Facility. The event will also serve as the launch of the Environment Task Force, an adjunct to the Board's Government Relations Committee, to address issues affecting environment, sustainability and energy efficiency.

Environmental consciousness has become a timely concern and the Board is committed to proactively raise awareness among its members. The committee's mandate will be to educate and communicate with members on how to reduce their impact on environment through sound energy efficiency and conservation practices. *An Inconvenient Truth* presentation will provide an opportunity to engage member businesses and encourage them to get involved.

The Board applauds environmentally conscious members, like East Penn, Environmental Factor and Green Limousine, whose nature of business reflects that commitment. Simple steps like recycling used car batteries, eliminating the use of harmful chemicals and altering travel habits are just some examples of how members can reduce their ecological footprints on the planet.

EAST PENN CANADA

East Penn Canada's parent company, East Penn Manufacturing Co. Inc., manufactures lead acid batteries for automotive, industrial motive power and UPS emergency back up systems. Their on-site smelter and refinery fully recycles used batteries and uses the reclaimed lead, sulfuric acid and plastic to manufacture new battery products. The process is fully contained with no harmful emissions to the environment.

"Batteries are composed of hazardous waste materials. If left in a landfill, they would start to leak after a while and seep into the ground," says Lisa Dyble, Marketing Manager for East Penn Canada. "We recycle over six million batteries a year, and the process is fully contained and safe for both our workers and the environment."

Environmental responsibility is of paramount importance to East Penn and the company's philosophy of its Environmental Program includes waste minimization through recycle or reuse; innovation of pollution control techniques and solutions; being a good neighbour and continuously improving; and working in cooperation with regulatory agencies. A similar philosophy applies for employee health and wellness.

Anyone can bring a used car battery to East Penn's Ajax location and the company will ensure it is recycled in a safe and environmentally responsible manner.

ENVIRONMENTAL FACTOR

Since 1991, The Environmental Factor has been providing organic lawn care services across Canada, without the use of harmful chemicals or pesticides. It offers customers weed-free lawns without sacrificing the health of their families, neighbours and pets through the combination of sound lawn care practices and premium quality organic products. The Environmental Factor, the 100 per cent Organic Lawn Care Service, is the only company that started as all organic and pesticide-free by choice and not through legislation.

"Pesticides suppress the grass growth by treating the top layer of the grass not the roots," explains Betty Lau-Cadotte, owner of Environmental Factor Pickering, which services Ajax, Pickering and Uxbridge. "Using pesticides it's like putting the grass on drugs, while going organic helps balance the soil by getting to the root of the problem rather than treating just the top layer. It is not beneficial or worth sacrificing any living creature to get the instant gratification."

Environmental Factor not only provides lawn care service and develops its products, but also educates customers about what they use on their lawns. The products are so organic they can eat it too. "It's easy being 100 per cent environmentally friendly. It takes little steps to make a huge change," adds Betty.

GREEN LIMOUSINE

Green Limousine provides customers with an environmentally friendly and competitively priced alternative to traditional limousine services. The company only uses fuel-efficient, ultra low-emission hybrid vehicles to transport customers mainly to and from Pearson International Airport, but service for travel anywhere in the GTA is also available on pre-arranged basis.

"Green Limousine, with its technologically advanced, ultra-low emission vehicles, represents the future of limousine service," said Steven Frei, founder of Green Limousine. "Every day more and more people realize that reducing their ecological footprint is worth sacrificing a few centimetres of leg room."

Each Toyota Prius vehicle used by the company provides enough leg and shoulder room for up to four passengers, in addition to the driver, and 16.1 cubic feet of trunk space. Residents in Ajax and Pickering can now use the services and the company plans to expand throughout the GTA.

About the Ajax-Pickering Board of Trade

The Ajax-Pickering Board of Trade is the voice of the business community in Ajax and Pickering. Established in 1955, the 460-plus members represent an array of business sectors ranging from the service industry to manufacturers and distributors. The group's advocacy and policy initiatives focus on issues relating to such things as economic development, healthcare, education, transportation issues, community and social development, environment, and energy.

To learn more about the Board and its events, please go to www.apboardoftrade.com

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