



For immediate release

## **Launch of the 2007 Environmental and Green Building Fair**

*With honorary president Jean Lemire and spokeswoman Pascale Bussières*

**FRELIGHSBURG, June 19, 2007** – Following last year's success, organizers of Project Ecosphere are pleased to announce the second edition of its **fair dedicated entirely to sustainable development and the environment**. This must-see multidisciplinary event will be held on **September 28, 29 and 30, 2007** on the enchanting Brome fairgrounds in the Eastern Townships.

Two public personalities known for their involvement in protecting the environment are involved with the event: **Jean Lemire**, biologist and expedition leader of *Mission Antarctique*, is the honorary president, while Quebec actress **Pascale Bussières**, who has been involved in environmental issues for many years, will once again be the event's spokesperson.

This year *Project Ecosphere* is planning to welcome some 8,000 visitors and 150 exhibitors. Already more than 70 companies and community organizations working in green architecture, new technologies, clean energy, ecological agriculture, nature conservation, fashion and alternative medicines have reserved their places. "These passionate exhibitors will inform the general public about innovative products and services available to them so they can make greener choices. Concrete actions will be offered up to make a collective difference," said Pascale Bussières.

The weekend will begin with a mega-conference by Jean Lemire on September 28 at the Cowansville Auditorium. Other recognized lecturers such as Ann Levesque of *Équiterre*, Judith Kirby of *Ducks Unlimited*, Anne Vastel of *Flora Medicina* and Serge Fortier, *author and columnist*, will discuss major ecological challenges. Documentary films, such as *An Inconvenient Truth* by Al Gore and the BBC's *Planet Earth* as well as a photographic exhibit from the *Biosphere* will be presented. Participants will also be invited to get their hands dirty in a variety of workshops. Check out our ever-growing list of exhibitors, lecturers, workshops and films at our Internet site at **[www.projetecosphere.org](http://www.projetecosphere.org)**.

Near Sutton, Brome Lake, Cowansville and Granby, the Brome fairgrounds is an ideal location for this large family and community event. There are heritage buildings, large green spaces, an open-air amphitheatre for lectures and concerts, an organic market, healthy and creative restaurants, free parking and a daycare service for children.

*Project Ecosphere* is the Environmental Fair created by *Groupe Écosphère*, a non-profit organization dedicated to the preservation of the environment and sustainable development. By bringing together the main actors in the field, this multidisciplinary event is aimed at raising the awareness and informing the general public of efforts oriented towards improving our wellbeing and our way of life. *Projet Écosphère* has among its main partners Desjardins, La Presse, La Maison du 21<sup>e</sup> siècle, Nature Conservancy, the towns of Bromont, Brome Lake and Sutton, the MRC and CLD of Brome-Missisquoi, UNESCO, Sani-Éco and the Régie intermunicipale de récupération des déchets solides de Brome-Missisquoi

**Information:** Nathalie Berger • ecospheremedias@yahoo.ca • 450-295-2103  
Consult our media page: [www.projetecosphere.org/medias](http://www.projetecosphere.org/medias)

(Aussi disponible en français)