



- Conscientia 2007 finalist, PRIX D'EXCELLENCE EN ENVIRONNEMENT ET EN DÉVELOPPEMENT DURABLE DE LA MONTÉRÉGIE
- Winner of the IMPLICATION LOCALE ET ENVIRONNEMENTALE prize, awarded at the Gala Excellence of the Cowansville and Region Chamber of Commerce.

Press release – For immediate release

The PROJECT ECOSPHERE Environmental and Green Building Fairs: viable solutions within your reach

Accompanied by honorary president Laure Waridel and spokesperson Pascale Bussières

SUTTON, June 8, 2009 – Pleased with last year's success, the organizing committee of *Project Ecosphere* is happy to announce the fourth edition of the **country fair fully dedicated to sustainable development and the environment**. This unique-in-Quebec event, through its country charm and the quality of its exhibitors and lecturers, offers you viable and concrete solutions to adopt into your daily life. A happening not to be missed, this fair will be held out in nature on **September 26 and 27, 2009** at the enchanting Brome Fairgrounds in the Eastern Townships and **from August 1 to 3** at Confederation Park in downtown Ottawa, as a part of the Rideau Canal Festival.

Two celebrities known for their involvement in saving the environment are taking part in the event: **Laure Waridel**, ecosociologist and co-founder of Équiterre, will be the honorary president. **Pascale Bussières**, a popular Quebec actress, will once again be the spokeswoman for a fourth year. For these two committed and engaging women, being informed to make enlightened life choices is a priority. From there we can truly work together to change and adopt behaviours that are in keeping with the world in which we live.

During the six days of festivities, many **lectures** and **round tables** will discuss many of the present ecological challenges and pass along PROJECT ECOSPHERE's mission of information and awareness. Our honorary president **Laure Waridel** will inaugurate the event with her **opening lecture on Thursday evening, September 24** in Cowansville. Mrs. Waridel, who was named a «Knight of the Ordre de la Pléiade» by the Assemblée parlementaire de la Francophonie, is one of the pioneers of fair trade and responsible consumption in Quebec. Other experienced lecturers, such as Claude Béland, André Fauteux, Roméo Bouchard, Hugo Latulippe, Anne-Marie Roy and Yves Perrier, all leading experts in their respective fields, will be on hand September 26 and 27 and the Brome Fairgrounds.

Once again this year PROJECT ECOSPHERE expects to welcome **170 exhibitors** and **more than 7,000 visitors**. Numerous companies and community organizations working in green building, new technologies, clean energies, organic farming, health products, nature conservation, fashion and alternative medicines have already reserved their booths. These passionate exhibitors inform the general public of innovative products and services available to them to make green choices. They will suggest concrete actions to make a collective difference.

Visitors will be invited to participate in a range of **practical workshops**. They can pick up locally-produced organic products at our **country market**. **Musicians and storytellers** will add to the festive atmosphere. Many **documentary films** will be screened from Thursday to Saturday night in three neighbouring municipalities: Bromont, Brome Lake and Sutton. Check out our Internet site for our evolving list of exhibitors, lecturers, workshops, shows and films at **www.projetecosphere.org**.

The Brome Fairgrounds, located near Sutton, Brome Lake, Bromont, Cowansville and Granby, is very welcoming for this big family and community gathering. You'll find large green spaces, heritage buildings and an outdoor amphitheatre for lectures and concerts. Services that were very popular in previous years will be back once again: an organic market, health and creative food restaurants, free parking and a daycare service for children.

Second edition of the Ottawa Project Ecosphere – August 1 to 3, 2009 – The Project Ecosphere environmental fair will be held once again this year as a part of the Rideau Canal Festival. A new landmark event in the city of Ottawa, the Rideau Canal Festival celebrates the inclusion of the Rideau Canal on the list of UNESCO World Heritage sites. This event also has an ecoresponsibility mandate, with a “zero waste” objective. On the menu for the Ottawa fair, more than 100 exhibitors, 30 lectures and 40,000 festival goers celebrating in the Canadian capital during this long weekend.

Project Ecosphere is the environmental fair created by *Groupe Écosphère*, a non-profit group dedicated to environmental preservation and sustainable development. By bringing together the main actors in the field, this multidisciplinary event's goal is to inform and make the general public aware of efforts oriented towards our well-being and the improvement of our living environment. *Project Ecosphere's* main partners include Desjardins, La Maison du 21^e siècle, Alouette Homes, La Presse, La Tribune, Hydro-Québec, the Town of Brome Lake, Mount Sutton, RCI Environnement, the BMP Foundation and Recyc-Québec.

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(Aussi disponible en français)