



Press release – For immediate release

The Environmental and Green Building Fair in Brome: Launching the second edition

Accompanied by honorary president Jean Lemire, spokeswoman Pascale Bussières and other special guests

MONTREAL, September 18, 2007 – Following last year's success, today the organizers of *Project Ecosphere* launched the second edition of its Environmental and Green Building Fair, at the *Musée Pointe-à-Callière*. This **rural event, dedicated entirely to sustainable development and the environment** will be held on **September 29 and 30, 2007**, from 10 a.m. to 5 p.m. at the picturesque **Brome Fairgrounds in the Eastern Townships**, near Sutton, Brome Lake (Knowlton), Cowansville and Granby.

Pascale Bussières, a Quebec actress committed to the environment, is honored to once again be a part of this family and community event as official spokeswoman. "Last year, despite a very busy schedule I took part in the Fair for two days. I am planning to do the same this year, because the event is very interesting and inspirational," said Pascale Bussières.

"With its 160 exhibitors, some 50 lecturers, fun and practical workshops, its films, documentaries and photo exhibits, this country celebration of the environment is a stimulating source of inspiration. At a time when our planet is fighting for its survival, *Project Ecosphere* offers concrete solutions to make greener choices in our daily lives," added Bussières.

Jean Lemire, biologist, filmmaker and leader of the *Sedna IV* expedition, will have the pleasure of opening the event with MISSION ANTARCTIQUE / ANTARCTIC MISSION, a lecture on climate change. This presentation, rich in images and emotions, will be held on **Friday, September 28 at 7:30 p.m.** at the Massey Vanier Auditorium in **Cowansville**.

"Antarctic Mission is much more than a mere voyage of exploration to the ends of the earth to observe and document the effects of climate change on the icy continent. Within the human experience is found a deep reflection on the challenges facing our society. From the sad realization of the rapid melting of the South Pole to the pure beauty of the millions of birds, whales and seals of the last unspoiled continent on the planet, I invite you to share in the adventure!" said Jean Lemire.

Tickets are available at book stores in Cowansville and Knowlton, at the Cafetier de Sutton, at the Rumeur affamée in Dunham, or by credit card by calling the Ecosphere office at 450-298-1214, through Admission at 1-800-361-4595 or 514-790-1245 or online at www.admission.com. The cost is \$27 for adults, \$23 for five to 12-year-olds, students and seniors.

Throughout the weekend of September 29 and 30, some 50 lecturers and more than 160 exhibitors working in green architecture, clean energy, new technologies, ecological agriculture, nature conservation, alternative medicines and fashion (used clothing, vintage, designer and recycled clothing and accessories) will be on

hand to inform and inspire visitors. Seasoned lecturers will discuss the greater ecological challenges, such as André Fauteux of *Maison du 21e Siècle*, Ann Lévesque of *Équiterre*, Judith Kirby of *Ducks Unlimited*, Anne Vastel of *Flora Medicina*, Jean-Philippe Messier of *UNESCO*, Camille Pomerleau of *CIDA*, Lysane Grégoire of *Groupe MAMAN* and Michel Renaud, *horticulturist and ecologist*. Documentary films, such as *An Inconvenient Truth* by Al Gore, *Planet Earth* by the BBC, Isabelle Cadieux-Landreville's *Facteur éolien*, and *La chasse aux trésors*, by Parole Citoyenne, an NFB production, will be presented.

Environment Canada's *Biosphere* will present a photo and video exhibit on the expedition to the Canadian Arctic of the research icebreaker the CCGS Amundsen. ÉcoTerre and Équiterre will present a photo exhibit inspired by nature. Participants will be invited to get their hands dirty in an assortment of workshops, such as making pressed earth bricks, straw bale construction, recycled handbags and jewelry from recycled materials. You can also learn about following animal trails, second hand fashion, ecological land management (an alternative to the lawn). Check out our Internet site for the full schedule at www.projetecosphere.org.

“The Brome Fair site is very friendly and welcoming. It has heritage buildings, large green spaces, an open air amphitheatre for lectures and concerts – like *The Home Brew Dixieland Band*, *Certified Organic Jazz Quartet* and *Chronomondo*.” New this year will be an organic market, creative and healthy restaurants, free parking and a daycare for the children and... lots of fun!” declared Dominique Laroche, co-president of the event. “Finally, we are counting on making it a ZERO garbage event, thanks to the cooperation of Sherbrooke's Nova Envirocom, the first Quebec company to offer dishes and utensils made from compostable plastic. We will even be making our own compost on-site!” Laroche added.

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 domain, this multidisciplinary event aims to inform and raise the awareness of the general public of the efforts to improve our wellbeing and environment. Project Ecosphere's main partners are Desjardins, Nature Conservancy, the MRC and CLD of Brome-Missisquoi, La Presse, La Maison du 21^e siècle, the towns of Bromont, Brome Lake and Sutton, UNESCO, Sani-Éco, Mont Sutton, RCI Environnement, Sol Air Québec and the Régie intermunicipale de récupération des déchets solides de Brome-Missisquoi.

See our Internet site for a full list of exhibitors, lecturers, workshops and films, which is growing every week, at www.projetecosphere.org. Information and registration: 450-298-1214.

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See the media page: www.projetecosphere.org/medias

(Aussi disponible en français)