



- 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

PROJECT ECOSPHERE: Launching the fourth edition of the Environment and Green Building Fair at Brome

Under the honorary presidency of president Laure Waridel, environmentalist and cofounder of Équiterre.

SUTTON, September 3, 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.

Three celebrities known for their environmental protection efforts are taking part in the event: **Laure Waridel**, ecosociologist and co-founder of Équiterre, will be the honorary president. Actor **Christian Bégin** will be the spokesman and actress **Pascale Bussièrès** is an honorary member. For these three committed and engaging people, the priority is to be informed to make enlightened life choices, and then to take action to transform our world and adopt habits that are in keeping with the principles of environmental sustainability.

During the three 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.

At the Brome Fairgrounds on September 26 and 27, **Chris Adam**, executive director of the **Earthvalues Institute**, will discuss how a large educational institution planned and created the change in thinking needed to implement a sustainability assessment framework. Sustainable development expert **Michel Durand** will explain how to make your attempt at building a green home a successful one. Meanwhile **Roy Milwid**, physicist and off-grid living expert, will host a presentation and discussion with the audience of the advantages and difficulties of "living off grid". **The David Suzuki Foundation's** Quebec director general **Karel Mayrand** will offer an updated and locally adapted version of Al Gore's *An Inconvenient Truth*. **Rohini Peris**, president of the Association pour la santé environnementale du Québec/**Environmental Health Association of Québec**, will explain the history of chemicals released into our environment, their health effects and some alternatives for everyday living. And finally, author and 'tea-explorer' **Jeff Fuchs** will describe the isolated and mythic origins of tea and the cultures that still harvest, produce and consume this sacred beverage.

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.

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, the Town of Cowansville, Agence de l'efficacité énergétique du Québec (AEE), Mount Sutton, the BMP Foundation and Recyc-Québec.

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(Aussi disponible en français)