

MEDIA ADVISORY
For Immediate Release

PARTNERS IN PROJECT GREEN AND GOING FOR THE GREEN
COMBINE EFFORTS TO ASSIST BUSINESSES

- Partnership between North America's largest eco-business zone and Going for the Green will help drive new business opportunities -

TORONTO, March 18, 2011 - Partners in Project Green and Going for the Green are pleased to announce a new partnership that will leverage the knowledge and resources of each organization to help their respective memberships realize the business benefits of sustainability.

"By allowing businesses access to each organization's programming and leveraging the resources, knowledge and skills of each group, we can help accelerate our members in their journey towards sustainability," says Toby Lennox, Chair, Partners in Project Green Steering Committee and Vice-President of Corporate Affairs and Communications of the Greater Toronto Airports Authority.

This partnership will allow members of Partners in Project Green and Going for the Green to access to each organization's programs, while leveraging each organization's sustainability efforts to identify new opportunities to work together to serve the needs of their memberships. The goal, ultimately, is to help companies reduce their costs, while resulting in improved economic and environmental performance for each organization's members.

"Small business is the foundation of Canada's economy. Connecting them with simple steps to be productive and green is our business." Going for the Green Founder and CEO Lynn Johansson points that, "tools have to be smart, simple, affordable *and* designed for small business. There are 12,000 small businesses in the Pearson Eco-Business Zone, with Partners in Project Green as a Supporter we aim to help these companies save money, make money and reduce their footprint."

Member companies will receive the following benefits from the partnership between Partners in Project Green and Going for the Green:

- Preferred rates for programs and training extended to each organization's members;
- Access to each organization's networks; and,
- Priority notification of new opportunities.

For more information, please visit www.partnersinprojectgreen.com or www.goingforthegreen.net.

About Partners in Project Green

Partners in Project Green is a growing community of businesses working together to green their bottom line by creating an internationally-recognized Eco-Business Zone around Toronto Pearson. Through new forms of business to business collaboration, Partners in Project Green delivers programming that helps businesses reduce energy and

resource costs, uncover new business opportunities, and address everyday operational challenges in a green and cost effective manner.

About Going for the Green

Going for the Green (G4TG) started as a guide for small manufacturing businesses; over 50,000 downloads proved market interest. G4TG evolved to be a member-driven site offering web-based products, tools and services designed for small business to help them go green, productive and profitable; larger entities find these simple tools valuable for greening their supply chains. G4TG also has an online High Definition TV platform. GFTG TV is TV 2.0; entertaining learning made available on a pay-per-view basis, which is linked back to supporting tools on G4TG. Listen, laugh and learn - it's personal theatre at its best.

Contact:

Chris Rickett, BES, MPA | Senior Project Manager, Partners in Project Green
Phone: 416-661-6600 x 5316 Email: crickett@trca.on.ca

Lynn Johansson, BES (Hons.), M.Sc., FRSA | Founder and CEO, G4TG and GFTG TV,
Phone: 905-873-9484 Email: lynn@goingforthegreen.net

---30---