



For Immediate Release: Monday, March 23, 2009.

Western Fair Association Celebrates EARTH HOUR

At 8:30pm on Saturday 28 March, Western Fair Association will support Earth Hour.



<http://www.divshare.com/download/6529244-ddc>

Around the globe, city skylines will go dark for one hour as individuals, businesses and buildings turn off non-essential lighting.

Western Fair Association has been a leader in our community, pursuing greening, recycling and energy reduction initiatives since the early 1990s. WFA began energy controls and energy efficient lighting initiatives in 1998 through "energy performance contracting." The Association, for quite awhile now, has collected its food area - fryer oils for reuse, manure from agricultural areas for local mushroom farms, and a cardboard recycling program implemented in 1990 is still going strong.

Western Fair will do its part this Saturday when the Association shuts-down all non-essential lighting, HVAC systems, computer systems and signage. The Association is even more pleased that, this year, we are able to take our participation beyond the hour. Building momentum up to the event through our in-house marketing plan to promote Earth Hour participation to staff and on-site customers, plus, a facility audit that identified a number of new areas Western Fair could make a difference, has allowed the Association to make even further reductions to our footprint for 2009.

Starting Friday, March 27 staff and tradesmen will be powering down a number of Western Fair areas that will remain off until the end of Earth Hour, some facility areas will shut down as Earth Hour begins and remain off until Monday morning. And those areas that are non-essential will be shut-down for the entire weekend.

In the last 5 years, Western Fair Association has renewed and enlarged its collective

commitment to Corporate Social Responsibility. The following is a sample of the many projects and programs that have been implemented.

- Upgraded and expanded Energy Management Control System to include all facilities
- Retrofit of 2001 Sports Centre with new lighting to reduce consumption
- All- Staff presentations on “The Ethics of Energy Conservation”
- Replaced lobby lighting in Agriplex
- Pesticide free landscaping practices
- Participate in Earth Hour – 21% reduction in electricity
- Track and report to all employees’ utility consumptions and expenses – electricity, water, and natural gas
- Re-roofed 56,000 sq. ft. tradeshow building with added insulation
- Replaced lighting in 56,000 sq. ft. building with state-of-the-art fixtures and new switching system
- Gas line audit to detect and eliminate leaks
- Occupancy sensors in all office areas and washrooms
- Timers on all outside lighting and signage
- Variable speed drive controllers on all large motors
- All decorative Christmas lighting changed to LED bulbs
- Turned down temperature on all domestic hot water heaters and boilers
- Replaced all metal halide lamps in workshops with fluorescent fixtures
- Installed night lights in many areas to reduce the use of full building lights
- Participated in the Mayor’s Earth Day Challenge with neighbouring communities
- Identified in Strategic Plan two key strategies on energy consumption reduction and utility monitoring
- Composting of kitchen scraps for use in gardens
- 365 day public participation recycling program separating the collection into 3 streams – Rigid Containers, Paper Products, and Garbage – in all facilities
- Developed an Energy Stewardship Committee of key trades-people and managers
- Quarterly presentations on 4-R’s – Reduce, Reuse, Recycle, and Rethink - at All Employee Meetings
- Replaced all mercury thermostats with programmable units
- Every employee newsletter has energy reduction tips for the home
- Professional trades carried out a building-by-building energy self-assessment

At the 2008 annual fair, new initiatives were introduced which will pave the way for expanded programs to be continued for future fairs, and other events happening throughout the year.

- Purchased “Run of River” green power to supply electricity needed for our Lifestyle Building
- Purchased E-balloting kiosks eliminating the need for paper ballots
- Purchased E-ticketing scanners and developed an in-house on-line ticketing program for admission tickets, and midway coupons
- E-survey kiosks
- Full building dedicated to promoting a greener lifestyle showcasing new technologies
- Solar powered game on midway
- All marketing materials printed on FSC (Forest Stewardship Council) certified stock, and

in most cases by FSC approved printers.

- Load-shedding procedure in place using 2-750kW generators
- Exhibits on wind turbine technologies, lighting technologies, interactive children's game on water conservation

Western Fair has already identified future projects and research to be reviewed and developed. In the coming years we intend to:

- Install Vending Misers on all vending machines on grounds
- Replace pavilion lighting in Agriplex
- Enrol in the "Ontario Demand Response Program" to reduce electricity consumption on high-demand days
- Contribute to a collective Bio-fuels project to generate fuels from waste oil, and manure
- Present to our Board of Governors "Going Green in the Workplace"

Earth Hour focuses global attention on the need to find solutions to climate change and it helps everyone understand that they can make a difference by demonstrating that each of us has the ability to make a difference in the future of the planet.

Western Fair Association's Board, management and staff are dedicated to the reduction of our carbon footprint. We continue to work with many stakeholders, consultants and engineers to review new and motivating ways we can continue our efforts in this area.

For more information:

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