

SCARBOROUGH TOWN CENTRE

PRESS RELEASE

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CELEBRATE EARTH DAY AND GO GREEN WITH SCARBOROUGH TOWN CENTRE



TORONTO –Commemorate Earth Day with **Scarborough Town Centre (STC)** on **April 21, 2011** at the fifth annual **Greening Scarborough Town Centre** event. The shopping centre invites schools, sports teams and environmental advocates to participate in a massive spring clean up of the area around the shopping center (which stretches between Brimley Road and McCowan Road) and take part in tree planting, alongside **Scarborough Wexford Gleeks** and Scarborough Town Centre employees. All participants will receive an Earth Day t-shirt and will be provided with all the necessary equipment to help clean up including gloves, rakes and garbage bags. The shopping centre encourages GTA residents to think about what steps they can take to help be more environmentally friendly.

Scarborough Town Centre Earth Day Schedule – April 21, 2011

- 9:30 a.m.** Meet at Centre Court to receive Earth Day t-shirt and form green teams
- 10 a.m.** Welcome speech
- 10:15 a.m.** Scarborough Wexford Gleeks perform
- 10:30 a.m.** Photo op for all green teams
- 11 a.m.** Clean up begins
- 12 p.m.** Return for BBQ (with vegetarian options) where all participants are welcome!

“Part of Scarborough Town Centres’ corporate social responsibility plan is to be as eco- friendly as possible,” says **Jai Lee, Marketing Director** at Scarborough Town Centre, she continues, “as a shopping center and transit hub with 1.8 million people passing through it each month we have the ability to bring awareness to Earth Day and want to be a good role model for the Scarborough community.”

Scarborough Town Centre is proud to be certified by the Building Owners and Managers Association (BOMA) Go Green, a national environmental recognition and certification program for commercial buildings. The shopping centre is fully committed to working towards building a greener future through its ongoing efforts to conserve water, reduce greenhouse gas emissions and cut down on waste.

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Going green also saves money, last years \$62-million dollar renovation at STC not only made the shopping centre more eco-friendly and sustainable it was also a smart business move resulting in a \$70,000 saving in operating costs with potentially another savings of more than \$760,000 by year end.

The shopping centre refurbished the irrigation systems to save significantly on water consumption; introduced a new recycling program with all tenants recycling being picked up at store fronts 24-7; Installation of 38 new hand dryer units reduced consumption by from their original consumption, and installed all new energy-saving bulbs and fixtures in all seven receiving bays, saving 140,000 kilowatts annually.

Scarborough Town Centre is a true leader of green initiatives and a role model in environmental sustainability. The centre is committed to a number of green efforts year round; this is demonstrated in their ongoing **Keep Clean Campaign** which promotes clean air as well as the introducing of a new electronics recycling program. The shopping centre is also a proud participant in Hoarding for Humanity, a not-for-profit which recycles used signage materials. This Earth Day and all year long, Scarborough Town Centre encourages citizens to take action and save their community from pollution.

Simple Earth Day tips:

Look at what you can do to participate in Earth Day:

1. Wash laundry in cold water when possible, and always rinse cold
2. In summer avoid using heat-producing appliances like ovens and dishwashers during the hottest part of the day
3. Turn down heat and turn off air conditioning whenever you are not going to be home for a long period of time
4. If you are going away overnight or on a longer vacation, turn your water heater off or onto the vacation setting
5. Donate old electronics to community programs where they are needed and can be re-used
6. Donate used cupboards to organizations like Habitat for Humanity www.habitat.ca
7. Insulate the basement to reduce carbon dioxide
8. Donate old prom dresses – help a good cause www.insidethedream.org
9. Take advantage of home energy efficiency retrofits and the tax credit that goes with them www.nrcan.gc.ca
10. Reduce your carbon footprint personally and professionally www.davidsuzuki.org

For more information on Greening **Scarborough Town Centre**, visit www.scarboroughtowncentre.com. Located at Highway 401 between Brimley Road and McCowan Road, the centre is open Monday to Friday 10 am to 9 pm; Saturday 9:30 am to 7 pm; Sunday 11 am to 6 pm. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty. For any other information please contact Nina Budman or Lauren O'Neill, Budman and Associates at mail@budmanpr.com or 416-515-7667.