



Canadian Council of Ministers
of the Environment Le Conseil canadien
des ministres
de l'environnement

For Immediate Release

September 22, 2003

PROMOTING POLLUTION PREVENTION

SARNIA – The best way to protect our environment is to prevent pollution before it occurs. The Canadian Council of Ministers of the Environment (CCME) wants to recognize and celebrate the innovative ways companies and organizations across Canada are practicing pollution prevention.

Submissions for the 2004 CCME Pollution Prevention Awards are now being accepted. The deadline for submissions is November 30, 2003.

“The awards are a great way for companies and organizations from all sectors to tell Canadians about their pollution prevention achievements,” said Chris Wolnik, Executive Director of the Canadian Centre for Pollution Prevention (C2P2). “Two of those who received awards last year were Aurum Lodge in Banff, Alberta for its energy conservation efforts and Informco Inc. of Scarborough, Ontario for its VOC emission reductions.” Sandy Stephens, Informco’s VP of Operations is sold on pollution prevention, “You can measure the positive effects on the bottom line and in many less tangible ways. By taking a holistic approach, which includes treating your staff and the environment with respect, it pays in loyalty, good morale, constant improvement and reduced liability fears.” And it also brings recognition. The environmental achievements of the award winners should inspire and challenge all Canadians.

CCME will once again recognize up to seven companies or organizations for their overall pollution prevention efforts, innovations, and reductions in greenhouse gases. Winners will receive a uniquely designed award at the Canadian Pollution Prevention Roundtable in Ottawa next April.

The awards program was established in 1997 to support CCME’s emphasis on preventing pollution at the source, rather than cleaning it up or treating it after it’s been created. More information about the awards program and how to apply can be found on the C2P2 website at www.c2p2online.com/CP2P or CCME’s website at www.ccme.ca.

-30-

For more information contact:
Chris Wolnik, Executive Director
Canadian Centre for Pollution Prevention
Phone: 1-800-667-9790
E-mail: chris@c2p2online.com