



Immediate Release:

Greening your Festivals & Events –Tourism That Doesn't Cost the Earth

The Icarus Foundation has just released a new guide on how to reduce the carbon footprint of festivals and events. The “Green Festivals and Events Guide – A How To” provides a simple step by step assessment of how to reduce the impacts related to water, waste, energy and ultimately carbon.

Climate change is an ever increasing concern and at the forefront of global issues. Practical and accessible tools to help organizations reduce the impact of their carbon footprint are needed and planning and executing green festivals and events is an area which can be easily adopted as a way to begin on the path to being carbon neutral.

There are many impacts with events. Economically, events can bring thousands of people who will contribute to the local economy but socially and environmentally, events and festivals can create thousands of tons of waste, use exorbitant amounts of electricity, damage lands due to overuse and increase CO2 emissions.

The Icarus Foundation's Green Festivals and Event Guide can help you:

- Pre-plan your event using an easy checklist
- Assist in writing an environmental statement
- Suggest sustainable options for food and beverage, transportation, water, energy and waste
- Engage employees for effective operations
- Provide suggestions on how to reduce your environmental footprint

Users of the guide can benefit from good practice examples, ideas and easy to use checklists to assist planners and event organizers to go green. Information in the guide also includes elements such as planning, making your event carbon neutral, engaging stakeholders as well as communicating efforts. The guide is available on-line, for free at www.theicarusfoundation.com.

The Icarus Foundation is a not-for-profit environmental, policy, research and education organization focused on sustaining a climate friendly tourism industry. We provide practical information, programs and research that encourage and enable hosts and guests to minimize the greenhouse gases generated by tourism activity. The Icarus Foundation's mission is to 'To be the catalyst that helps Canada become a climate friendly tourism destination'.

The guide was funded, in part by ECOCLUB S.A. through the ECOCLUB.com Ecotourism Awards, 2008. To download a copy of the guide or for more information on The Icarus Foundation, log onto www.theicarusfoundation.com or www.ecoclub.com.