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INTERNATIONAL CENTRE DEVELOPS SUSTAINABLE EVENT GUIDE

MISSISSAUGA, ON: The International Centre is proud to unveil its highly anticipated Sustainable Event Guide. The guide incorporates sustainable principles at all levels of an event's organization and implementation. As the first venue of its size in Ontario to offer a complete guide of this caliber the International Centre's Sustainable Event Guide will assist and engage organizers and members of planning groups in committing to a sustainable event.

Developed by the International Centre's Manager of Corporate Sustainability & Client Experience; Camille Camirand, CMP; the Sustainable Event Guide is applicable to small or large events of all varieties and provides helpful tools and resources to ensure the greening of any event is an easy decision.

"Not only are sustainable events designed to minimize negative environmental impacts and create positive impacts for the host community, they also offer many other incentives to a planning group" says Camirand. "By committing to a sustainable event, a meeting planner can expect to save money through conservation and reduction, create participation motivation, engagement and loyalty, raise awareness, attract employees, and much more."

The decision to "Green" an event is not black and white. The degree to which sustainability is implemented is up to the planner and may be affected by costs, convenience and availability of products and services. The International Centre's Sustainable Event Guide provides a valuable checklist to illustrate the steps that can be taken on the path towards sustainability.

With the development of a Sustainable Event Guide the International Centre further demonstrates its role as a leading facility in sustainable practices and its continued commitment to setting high standards of environmental stewardship.

To obtain your copy of the International Centre's Sustainable Event Guide contact Vesa Boyd, Sales Coordinator; vboyd@internationalcentre.com , 905-678-5602 or visit the International Centre online; www.internationalcentre.com/CSR.

About the International Centre

The International Centre is committed to becoming a sustainable environment and the leading venue of choice for socially-minded businesses and individuals, by setting high standards of environmental stewardship, employee engagement and community service that also embraces our fiscal responsibilities and increases value for our stakeholders.

