

## **The International Centre's cooking with green energy from Bullfrog Power®**

**The International Centre kitchen facilities are bullfrogpowered®  
with 100 per cent green electricity and 100 per cent green natural gas**

**Toronto, February 19, 2013** — Bullfrog Power, Canada's 100 per cent green energy provider, announced today that The International Centre, a trade and consumer show and conference facility, is bullfrogpowering its 8,000 sq. ft. kitchen facilities and offering its events the option to choose 100 per cent green electricity.

"We are very excited to be partnering with Bullfrog Power on this important new sustainability initiative," says Michael Prescott, CEO, The International Centre. "Being able to offer a green energy option for events held at The International Centre is one more way we are able to assist in reducing the environmental footprint of events held at the Centre and promote the importance of sustainable choices."

Across Canada, Bullfrog's green electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogo<sup>M</sup> program — instead of conventional energy sources like coal, oil, natural gas, and nuclear. Bullfrog's green natural gas is produced by capturing and cleaning the gas produced through the decay of organic matter in our everyday waste stream. It is then injected onto the national gas pipeline, providing a clean and renewable alternative to fossil fuel-based natural gas. Unlike conventional natural gas, green natural gas does not increase the amount of carbon dioxide in the atmosphere and therefore helps prevent climate change.

"Choosing green energy with Bullfrog Power for our kitchen facilities is a significant next step in our evolving sustainability strategy," says Trevor Lui, Director of Operations and Sustainability, The International Centre. "From sourcing local food to finding innovative solutions for dealing with waste, we believe every improvement adds up to a big difference."

The decision to bullfrogpower its kitchen facilities is the latest in a series of sustainability initiatives that The International Centre has implemented. The International Centre is an Ambassador member of Partners in Project Green, a growing community of businesses working together to create an internationally-recognized Eco-Business Zone around Toronto Pearson International Airport. Together, the organizations are striving to collectively purchase 100,000 megawatt hours of green electricity. In addition, through the efforts of its Executive Chef, Tawfik Shehata, The International Centre kitchen aims at sourcing as many local in-season ingredients as possible. In addition, china dinnerware is used in the Craft Eatery to reduce waste, 100 per cent compostable supplies are procured, and cooking oil is recycled into fuel to heat barns. Lighting retrofits and equipment upgrades have been completed to save energy. The International Centre is also encouraging all event organizers to green their events with 100 per cent green electricity with Bullfrog Power.

“We’re thrilled to be partnering with The International Centre on their sustainability strategy and helping them to reduce their environmental impact,” says Josephine Coombe, Vice President, Sales and Marketing, Bullfrog Power. “What’s more, the Centre will be playing an important role in promoting renewable energy as a sustainable choice for both event planners and the thousands of people who visit the hundreds of events held every year at The International Centre.”

#### **About Bullfrog Power**

Bullfrog Power, Canada’s 100 per cent green energy provider, offers renewable energy solutions that enable homes and businesses to reduce their environmental impact and help create a cleaner, healthier world. Bullfrog’s green electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogo<sup>M</sup> program instead of from polluting sources like coal, oil, natural gas and nuclear. A clean, renewable alternative to fossil fuel-based natural gas, Bullfrog’s green natural gas is produced in Canada from biogas facilities that have met strict environmental criteria as defined by ICF International. As a Certified B Corporation, Bullfrog Power meets higher standards of social and environmental performance, transparency, and accountability. Unlike traditional corporations, Certified B Corporations are required to consider the impact of their decisions on their employees, suppliers, community, consumers, and the environment. Thousands of Canadian homes and businesses are doing their part to address climate change and air pollution by switching to green energy with Bullfrog Power. Homes and businesses can sign up easily, quickly and affordably at [www.bullfrogpower.com](http://www.bullfrogpower.com).

Join the bullfrogpowered community online—follow us on [Twitter](#), like us on [Facebook](#).

#### **About The International Centre**

The International Centre boasts over 40 years of success as the leading trade and consumer show venue in North America, and one of Canada's largest privately owned multi-purpose conference facilities. Located at 6900 Airport Road, offering complimentary parking for 5,000 vehicles and surrounded by more than 10,000 hotel rooms, The International Centre is easily accessible from any point in the Greater Toronto Area.

For more information, visit [www.internationalcentre.com](http://www.internationalcentre.com).

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