

# MEDIA RELEASE



EMBARGOED UNTIL 7:30 P.M.  
NOVEMBER 16, 2009

## **imagineCALGARY ANNOUNCES 2009 SUSTAINABILITY AWARDS**

CALGARY – The imagineCALGARY Partnership has announced the winners of the second-annual imagineCALGARY Awards, designed to recognize excellence in sustainability initiatives across the community.

Presented November 16, 2009, the Awards were made in two categories – the imagineCALGARY Partner in Action, and the imagineCALGARY Leadership in Sustainability.

REAP Business Association received **the imagineCALGARY Partner in Action Award** for its achievements in supporting long-term sustainability through the goals and targets of the imagineCALGARY Plan. In addition to developing the Green Business Report with Calgary Economic Development in 2009, REAP has created a collaborative network of businesses committed to sustainability. The Association offers a series of events and seminars across the community, including the Green Living Workshop Series, all designed to help individuals and companies make sustainable choices.

“Being named imagineCALGARY’s Partner in Action for 2009 is a tremendous honor,” says Stephanie Jackman, President of REAP Business Association. “REAP exists to help support local businesses in their pursuit of greener practices and their desire to connect with other leaders – both personal and professional – who are working to advance the sustainability ethic in the community. The imagineCALGARY vision and targets provide an excellent framework for this collaboration.”

**The imagineCALGARY Leadership in Sustainability Award** was presented to Bullfrog Power, in recognition of the company’s green energy work that supports key areas of the imagineCALGARY Plan. By providing a clean, renewable electricity choice to consumers, Bullfrog is helping Calgary residents and businesses reduce their impact on the environment and support clean, renewable power in Canada. Bullfrog also actively supports community groups working to create a more sustainable environment.

“We are honored to accept the imagineCALGARY Leadership in Sustainability Award,” says Theresa Howland, Vice President Western Region, Bullfrog Power. “The award is a reflection of the leadership of bullfrogpowered homes and businesses in the city who, by choosing green electricity, are taking meaningful action to create a cleaner environment. We look forward to continuing to work with them—and imagineCALGARY—on building a sustainable city for future generations.”

The 2009 imagineCALGARY Awards were sponsored by Intelligent Futures, and were presented during the imagineCALGARY Annual Partner Conference.

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“The imagineCALGARY Awards were developed to acknowledge the incredible work that is being done across the city to create a sustainable future for Calgary,” says Jesse Row, Chair of the imagineCALGARY Partnership Steering Committee. “imagineCALGARY Partners are among the world leaders in efforts to build a sustainable, healthy community for generations to come. These award winners reflect the best of these local initiatives and achievements.”

[imagineCALGARY](#) is a unique long-term sustainability planning and visioning project developed to create a positive future for Calgary. More than 18,000 Calgarians offered input into the future of the city over the next century, making imagineCALGARY one of the largest community visioning processes of its kind anywhere in the world. Today, 54 Calgary organizations are members of the imagineCALGARY Partnership, demonstrating a commitment to achieving the targets and vision of the award-winning *imagineCALGARY Plan for Long Range Urban Sustainability*.

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#### **About REAP**

REAP Business Association was founded in Calgary in 2006 with the vision to create a vibrant living economy where citizens understand and value the impact of shopping locally. REAP members are Calgary businesses with visionary leaders who are concerned about helping create a more sustainable city. They make ethical business decisions – buying green power, paying their employees a living wage, supporting local suppliers and giving back to their community – because they believe in the importance of corporate social responsibility. By supporting these companies, citizens enhance their quality of life and actively express their highest values. [www.reapcalgary.com](http://www.reapcalgary.com)

#### **About Bullfrog Power**

Bullfrog Power, Canada’s 100 per cent green electricity provider, offers homes and businesses a 100 per cent clean, renewable electricity choice. Bullfrog’s 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. Thousands of Canadian homes and businesses are doing their part to address climate change and air pollution by switching to green electricity with Bullfrog Power. [www.bullfrogpower.com](http://www.bullfrogpower.com)

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