

MEDIA ALERT



Salsa on St. Clair Street Festival turns Salsa Green and receives award from City of Toronto officials to recognize unprecedented results

Pilot project hits 44.6% waste diversion



Wednesday, September 5, 2007 (TORONTO, ON) - The organizers of Salsa on St. Clair, widely recognizing as an emerging Festival on Toronto's summer event landscape, will receive an award next week by the City of Toronto's Public Works and Infrastructure Committee to recognize the unprecedented success of their waste diversion campaign this past July 14 and 15, 2007.

On September 6, 2007, Ward 38 City Councillor and Committee chair Glenn De Baeremaeker will present members of the Salsa on St. Clair organizing committee with a plaque to honor the achievement of their diverting almost 50% of the waste produced at the Festival for recycling.

As the event's lead organizer, TLN Television, in association with the Hillcrest Village BIA, the Wychwood Heights BIA, and Ward 21 Toronto City Councillor Joe Mihevc, spearheaded the campaign with an extensive on-air, print and on-site promotion to create a "Green" awareness campaign which prepared the general public, storeowners and dedicated volunteers to efficiently use special recycling and organic bins dispersed throughout the festival area.

Based on final results reported from the City of Toronto Solid Waste Division, the Festival collected 869 kgs of organics, 1550 kgs of recycling and 2560 kgs of waste. That corresponds to 44.6% waste diversion over the two day festival.

TELELATINO NETWORK INC.
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TORONTO 5125 Steeles Avenue West Toronto, Ontario M9L 1R5 Telephone 416•744•8200 Fax 416•744•0966 Toll Free 1•800•551•8401

City of Toronto officials had earmarked the Festival as a test project and with its success hope to set new standards and practices that can be recommended at future events throughout the city.

“This was a real team effort,” said John Montesano a senior executive at TLN Television who is on the organizing committee. “Considering most if not all festivals in the city divert zero waste these results are extraordinary and a direct result of our ongoing efforts to innovate and expand.”

“This confirms that the public is always prepared to do their part to help the environment,” added Ward 21 Toronto City Councillor Joe Mihevc. “We’re thrilled to be participating in an event that is leading the way for better waste diversion at our city festivals.”

The campaign was supported by City Wide Scrap Metal and Trash Removal and local volunteers.

About TLN Television

TLN Television offers a variety of domestic and international programming in Italian, Spanish and English. TLN can be seen by up to 10 million Canadians on cable and satellite from coast to coast. TLN is majority owned by Corus Entertainment, a leading Canadian media company. Other shareholders of TLN include prominent members of the Italian Canadian business community.

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Interviews with Salsa on St. Clair organizers available upon request.

For media accreditation, please contact:

Bruna Aloe
Media Relations Supervisor, TLN
416.744.8200 ext. 279
bruna@tlntv.com

Christian Darbyshire
PR Consultant
416.419.9953
tinepublic@shaw.ca

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TORONTO 5125 Steeles Avenue West Toronto, Ontario M9L 1R5 Telephone 416•744•8200 Fax 416•744•0966 Toll Free 1•800•551•8401