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Contact:

John Brooman
Executive Director
Tim Hortons Ottawa Dragon Boat Festival
613.238.7711 ext.225
jbrooman@dragonboat.net
www.dragonboat.net

TIM HORTONS OTTAWA DRAGON BOAT FESTIVAL BECOMES THE FIRST FESTIVAL AWARDED ECOLOGO CERTIFICATION

OTTAWA, May 4, 2010 – The Tim Hortons Ottawa Dragon Boat Festival (THODBF), the largest dragon boat festival in North America, announced today that it has become the first festival to achieve certification by EcoLogo, one of North America’s largest, and most respected environmental standard and certification marks.

EcoLogo provides customers – public, corporate and consumer – with assurance that an event bearing their logo meets stringent standards of environmental leadership. To be awarded EcoLogo certification, the THODBF has met criteria in a variety of categories including materials, waste, energy and transportation, and will undergo on-site audits to ensure compliance.

“On behalf of the EcoLogo Program, I am proud to recognize the Tim Hortons Ottawa Dragon Boat Festival as the first to be certified under the EcoLogo Program’s standard for Events,” says Scott McDougall, President of TerraChoice, managers of the EcoLogo Program. “Tim Hortons, the Festival organizers, and the paddlers themselves can be proud of creating and participating in this great greener event. EcoLogo certification means leadership in the use of renewable electricity, offsetting carbon emissions, waste reduction and disposal, and the use of environmentally greener products and services.”

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"The Festival team is absolutely thrilled to be EcoLogo certified," says John Brooman, Executive Director of the THODBF. "The participants, staff, and board members have made being environmentally responsible a top priority, and by achieving EcoLogo certification we have formalized this commitment. As the first festival to be certified, we are proud to be a leader in our industry and hope to inspire other festivals, conferences, and events across the country to join us."

The Tim Hortons Ottawa Dragon Boat Festival takes place at Mooney's Bay, June 18 - 20, 2010.

About EcoLogo™

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. Originally formed in 1988 by the Canadian Federal Government, EcoLogo is now one of the most recognizable eco-labels in North America. For more information, visit www.ecologo.org.

About the Tim Hortons Ottawa Dragon Boat Festival

The Tim Hortons Ottawa Dragon Boat Festival is the largest dragon boat festival in North America. It features both competitive and recreational racing, musical entertainment, and a variety of vendors and family oriented activities. The Tim Hortons Ottawa Dragon Boat Festival began in 1993 with assistance from the Hong Kong Canada Business Association and had 25 participating teams over a half-day event. Since then it has grown to a 3-day sell-out with 190 teams and 5000 paddlers, 73 000 spectators, a host of entertainers, exhibitors/vendors and a comprehensive silent auction tent. For information visit www.dragonboat.net.

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