



Parc Downsview Park  
Canada



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**For Immediate Release**

## **TORONTO'S LARGEST EARTH DAY FESTIVAL KICKS OFF ON SUNDAY, APRIL 20<sup>TH</sup>**

(TORONTO, April 17, 2008) Earth Day Canada, Parc Downsview Park Inc. (PDP) and Toronto and Region Conservation invite everyone to celebrate **Earth Day 2008 at Downsview Park on Sunday, April 20<sup>th</sup>** from **11:00 a.m. – 4:00 p.m.** Admission is free.

Hosted by **CityTV's Michael Kuss** and presenting headline entertainer **GreenTaRA**, Earth Day at Downsview Park features environmental exhibits, activities and entertainment—rain or shine—for the whole family. The major hands-on component of the day will be the corporate and public planting of 2,000 trees in Downsview Park's Canada Forest.

"We are very thrilled with the interest this year's event has generated," said Jed Goldberg, President of Earth Day Canada. "More than 20 corporate teams, with nearly 1,000 participants, have signed on to take the *Team Green Challenge*. Combined with 50-plus eco-friendly vendors and exhibitors and the thousands of people we expect to attend, this year's event promises to be the best yet."

Highlights include a *green pavilion* where you can sample foods and purchase products; *interactive exhibits* featuring Creepy Crawlers, Earth Rangers and Citizen's Environment Watch; a *children's area* with arts and crafts, origami, buskers, face painting and nature walks; *entertainment* that features Delta Folk, The Funky Mamas and GreenTaRA; a *recycle yard* where you can donate used clothes, books, and household items as well as recycle computers, VCRs and personal audio players.

"Earth Day at Downsview Park supports our values of community stewardship, play, beauty, legacy and environmental sustainability," said Tony Genco, President and CEO of PDP. "We're delighted to partner with Earth Day Canada and Toronto and Region Conservation and welcome the community at large to enhance Toronto's tree canopy and share in the growth and development of Downsview Park's Canada Forest – the first and one of the most important elements in the creation of Downsview Park's legacy."

Each year, more than six million Canadians plant trees and native gardens, organize workshops, nature walks, and launch proactive environmental programs to celebrate International Earth Day – the largest environmental event in the world.

### **About Earth Day Canada**

Earth Day Canada (EDC), a national environmental charity founded in 1990, provides Canadians with the practical knowledge and tools they need to help the environment. It was recently recognized as the top environmental education organization in North America, for its innovative programs and educational resources, by the Washington-based North American Association for Environmental Education (NAAEE), the world's largest association of environmental educators. EDC regularly partners with thousands of organizations in all parts of Canada. [www.earthday.ca](http://www.earthday.ca).

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### **About Downsview Park**

Downsview Park consists of 572 acres of land in the heart of the Greater Toronto Area. Formerly a military base (CFB Downsview), the site was designated by the Government of Canada to be developed as “a unique urban recreational green space for the enjoyment of future generations.” The Park attracts more than a million visits annually and is home to numerous enterprises, including the Toronto Aerospace Museum, the Downsview Park Merchants Market and Farmers Market, GrandPrix Kartways, The Toronto and Region Conservation Authority, Treble Clef Music School, The HoopDome, The Toronto Wildlife Centre, Area 51 Paintball and Downsview Park’s The Hangar, which offers indoor soccer and beach volleyball within the larger Downsview Park Sports Centre. Downsview Park also hosts a roster of community and school programs year-round to create a vibrant resource for the national community. All these attractions and a host of other business relationships and opportunities help set the stage for the future development of an internationally significant sustainable community at Downsview Park. For more information, visit [www.downsviewpark.ca](http://www.downsviewpark.ca), email [info@pdp.ca](mailto:info@pdp.ca) or call 416-952-2222.

### **About Toronto and Region Conservation**

Since its formation in 1957, Toronto and Region Conservation (TRCA) has prepared and delivered programs for the management of the renewable natural resources within its watersheds. Toronto and Region Conservation provides: protection, enhancement and regeneration of natural resources on a watershed basis, sound environmental information and advice to promote good land management practices, community action on environmental projects, conservation education and heritage programs through our outreach education programs. Their mission is to work with their partners to ensure that *The Living City*<sup>TM</sup> is built upon a natural foundation of healthy rivers and shorelines, green space and biodiversity, and sustainable communities. The quality of life on Earth is being determined in the rapidly expanding city regions. Toronto and Region Conservation’s vision is for a new kind of community—*The Living City*—where human settlement can flourish forever as part of nature’s beauty and diversity.

### **For more information please contact:**

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