

Environment in Focus: Canadian Celebrities Participate in Canon Canada's Photo Exhibit for Earth Day Canada

Toronto, ON – April 22, 2008 – In support of Earth Day Canada and its environmental programs, Canon Canada put twelve notable and environmentally-conscious Canadians on 'the other side of the lens' to snap digital photographs of eco-focused images—inspired by the “Red, White and Green” theme.

Canon Canada unveils these illuminating photos in an exhibit which opens today at The Richmond in downtown Toronto. This marks Canon Canada's fourth annual Other Side of the Lens charitable photo exhibit and its first partnership with Earth Day Canada. In return for participation in the event, Canon has made a sizable donation to Earth Day Canada on behalf of the twelve celebrities, who include George Stroumboulopoulos, Sheila Watt-Cloutier, Ronnie Hawkins and Megan Follows.

“Canon Canada has a long history of supporting environmental efforts and activities around the world. Partnering with Earth Day Canada for this year's Other Side of the Lens program has been a great way to encourage Canadians to consider what environmentalism means to them personally,” said Stan Skorayko, Vice President of Corporate Communications, General and Environmental Affairs at Canon Canada Inc. “We are pleased with the effort extended by the participating celebrities to make this program a success, and are thrilled with the resulting photographs. We look forward to Canadians sharing this unique experience both in person and at our online gallery.”

Earth Day Canada is a national environmental charity that provides Canadians with the practical knowledge and tools they need to help the environment. Since 1991, Earth Day Canada has developed award-winning environmental programs and resources as well as coordinating Earth Day/Earth Month events across the country.

“The Other Side of the Lens exhibit is a phenomenal way to kick off Earth Day this year. We are very grateful for the support of our celebrity photographers and the generosity of Canon Canada,” said Jed Goldberg, President, Earth Day Canada. “We hope that Canadians will take a moment to have a look at the exhibit, and consider the little things they can change in their lifestyle that add up to big gains for the environment.

The full roster of celebrity participants includes: Robert Bateman, Sheila Watt-Cloutier, Megan Follows, Jian Ghomeshi, Ronnie Hawkins, Jacques Languirand, Mark McKinney, Stuart McLean, Michael Stadlander, George Stroumboulopoulos, Laura Vandervoort, and Moses Znaimer. The exhibit is open to the public in Toronto for Earth Week—Tues. April 22 through Sun. April 27—and is also available for viewing online at www.canon.ca/digitalphotography until October 22, 2008.

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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 1000s of organizations in all parts of Canada.

About Canon Canada, Inc.

Headquartered in Mississauga, Ontario, the company employs 1,400 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document

management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. For the 16th consecutive year, Canon Inc. is among the top three US patent recipients.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital and analogue cameras and lenses; semiconductor, broadcast and other specialized industrial products.

Canon supports programs that help preserve and protect the environment. The company instituted the Clean Earth Campaign in 1990, which assists various environmental and recycling initiatives. The Campaign has also supported leading environmental organizations, such as World Wildlife Fund – Canada, the Canon Envirothon, and the Easter Seal Society, Ontario.

For more information, visit www.canon.ca

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