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**MEDIA RELEASE**  
FOR IMMEDIATE RELEASE

## Sony Deepens Financial Commitment to Youth Environmental Education

(Toronto, ON) Sony of Canada Ltd., an industry leader in consumer electronics and corporate environmental stewardship, has announced a donation of \$50 000 to Earth Day Canada's EcoKids program—Canada's leading youth environmental education program. Sony of Canada, a partner of Earth Day Canada for over 10 years and long-time sponsor of the Great EcoKids Challenge, raised the funds as part of the Sony of Canada Charitable Foundation's annual Golf Tournament. This donation is in addition to Sony's annual financial support for the EcoKids program.

"Sony Canada is proud to support Earth Day Canada and the EcoKids program," said Doug Wilson, President & COO, Sony of Canada Ltd. "Environmental education among Canadian youth has never been more important, and we encourage all school children to become involved in the Great EcoKids Challenge."

Part of the highly successful EcoKids program, the Great EcoKids Challenge is a nationwide contest, recognizing schools, extra-curricular clubs, and youth groups who take on environmental projects that increase awareness and improve the state of their schools, communities, and the health of the environment in general.

"It is wonderful to see elementary school students, from Kindergarten to Grade 8, work together to create these projects and campaigns," says Jed Goldberg, President of Earth Day Canada. "These kids are not only improving the health of the environment, but changing the behaviour and habits of entire communities regarding environmental awareness and action. It is so encouraging to see their passion and sophistication."

The Great EcoKids Challenge is open to all of Earth Day Canada's EcoKids clubs, school groups, extra-curricular clubs, and other youth groups in Canada. For more information on the 8<sup>th</sup> Great EcoKids Challenge and EcoKids, visit [www.ecokids.ca](http://www.ecokids.ca).

*EcoKids* is Earth Day Canada's environmental education program for youth aged kindergarten through grade eight. Celebrating its 14<sup>th</sup> anniversary, *EcoKids* empowers young Canadians with environmental knowledge and hands-on activities, and presents this information in fun, exciting ways that increase awareness and encourage community action. Our multiple award-winning *EcoKids* web site ([www.ecokids.ca](http://www.ecokids.ca)) is an innovative, interactive environmental website for children, their families, and educators around 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 is the 2008 recipient of the Outstanding Non-Profit Organization by the Canadian Network for Environmental Education and Communication (EECOM). EDC has also been 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. Learn more about EcoKids and Earth Day Canada's entire suite of environmental program at [www.earthday.ca](http://www.earthday.ca).

**About Sony of Canada Ltd.**

Established in 1955, Sony of Canada Ltd. is a wholly-owned subsidiary of Sony Corporation, of Tokyo, Japan, a world leader in High Definition. Sony provides end-to-end solutions through products that include the market-leading Blu-ray player, BRAVIA televisions, Cyber-shot digital cameras, Handycam Camcorders, VAIO computers, broadcast cameras, IPELA security cameras and video conferencing and many more products that deliver the true entertainment experience.

Sony is one of the most comprehensive entertainment companies in the world with a portfolio that includes electronics, music, movies, games and online businesses.

With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,200 employees support a network of more than 500 authorized dealers and 80 Sony Style retail locations across Canada.

Sony Canada is proud to support the communities in which it operates through corporate sponsorships of organizations that include the Make-a-Wish Foundation Canada, the United Way and Earth Day Canada.

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