



VANCOUVER EPIC EVENT A RESOUNDING SUCCESS

For Immediate Release

Vancouver, B.C. – **EPIC: The Vancouver Sun Sustainable Living Expo** celebrated its second annual event, held April 18 – 20 at the Vancouver Convention and Exhibition Centre, by setting a new record for attendance as an authentic sustainable living event in Western Canada.

"One of the most exciting things about participating in the green movement is discovering how much it has already seeped into the public's consciousness," says Nancy Wright, EPIC Director. "Our event was developed to celebrate the burgeoning sustainable living industry, and to provide real, practical, dynamic and cutting edge ideas, products and solutions for Vancouverites looking to do good while living their everyday lives. The incredible public turn out reinforces our belief that the green movement is here to stay as leading companies, manufacturers and designers implement real solutions in their product offerings."

The three-day event featured more than fifty luminaries of sustainable living. This dynamic group of environmental, socially conscious and visionary speakers appeared for standing-room-only panel discussions, presentations and main stage speaking events.

The presenters list included Canada's most trusted contractor and eco-renovation specialist **Mike Holmes**; celebrated author of the smash success book *ECOHOLIC – Your Guide to the Most Environmentally Friendly Information, Products and Services in Canada*, **Adria Vasil**; eco-travel expert and CEO of G.A.P. Adventures, **Bruce Poon Tip**; Founder of the Spirit Bear Youth Coalition and one of Time Magazine's '60 Heroes for the Planet, **Simon Jackson**; and legendary Canadian children's entertainer and sustainability advocate, **Raffi Cavoukian**. As well as some of Vancouver's most renowned chefs on the EPIC Capers Whole Foods Market Kitchen Stage; **Julian Owen-Mold** from Elixir; **Peter Robinson** of Raincity Grill; **Meeru & Vikram** from Vij's and Rangoli and **John Bishop** of Bishop's Restaurant.

Consumers representing all shades of green were given the opportunity to shop with their conscience and "vote with their dollars" as they either began or furthered a movement towards a sustainable lifestyle and a just and inclusive green economy.

The event showcased more than 200 diverse local, national and international green businesses displaying and selling eco-friendly, fair trade and sustainable products.

"EPIC provided us an opportunity to reach a highly educated, aware and genuinely interested audience," says George Angelopoulos of Vodka 360. "The event was more than we could have expected in terms of traffic and demographic. A great event that produces real, tangible results."

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"EPIC event...."

"Because we were dealing with such a knowledgeable group of consumers we were able to sell, sell, sell," says Leni Googins of HT Naturals. "There was no need to preach or sell the concept of sustainability and the products that support a sustainable lifestyle. We were thrilled with the variety in attendees and the fact that EPIC allowed us to reach both end consumers and businesses interested in carrying our product - what a great opportunity to reach a wide array of people in one place."

Attendees were able to see the latest in green products in a number of areas including home, fashion, food and personal transportation. Over 200 exhibitors featured a wide variety of products and services.

"It was exciting that in only our second year, we had a wait list for exhibitors, and Vancouverites really had the opportunity to learn about green choices for all aspects of how they work, play and live" says Wright. "We are living through the most critical and exciting time in history. There is a long way to go, but being imbued with the optimism of EPIC exhibitors and guests is both inspiring and rewarding."

In total, the event drew 13,510 attendees, surpassing its inaugural year attendance and setting a new standard for green-themed consumer events in British Columbia.

EPIC is an important part of a powerful environmental and social justice movement that is generating economic stability and vitality across the country. With its record attendance, EPIC 2008: The Vancouver Sun Sustainable Living Expo was a landmark event for not only green festivals in Canada but the people of the city of Vancouver.

Planning is now underway for EPIC 2009, scheduled for May 8-10 at the Vancouver Convention and Exhibition Centre.

About EPIC:

EPIC: The Vancouver Sun Sustainable Living Expo is Vancouver's first sustainable living consumer show. Now in its second year, EPIC is produced by internationally renowned business-of-the-environment organization The GLOBE Foundation. EPIC is an event for people who want to make smarter lifestyle and purchasing decisions but who don't want to sacrifice on design, quality or price. From recycling paper to choosing ethical brands to reusing coffee cups, it's the little things that count, and EPIC showcases those companies that have committed to doing those little things and making it easier for the consumer to do the same.

Vancouver is recognized internationally as the world's leader in sustainability. The GLOBE Foundation has spent the last 15 years assisting business and government to reach this goal, and now there is a huge appetite from the public as well, who want to get involved without sacrificing the finer things in life.

For more information on EPIC The Sustainable Living Expo: www.EpicVancouver.com.

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