



EPIC 2009 DRAWS MASSIVE CROWDS TO THE NEW VANCOUVER CONVENTION CENTRE

For Immediate Release

Vancouver, B.C. – EPIC: The Vancouver Sun Sustainable Living Expo, held May 8-10, 2009 at the new Vancouver Convention Centre, is celebrating its third straight year of record attendance, proving once again that the green movement is here to stay.

In total, the event drew 16,482 attendees, surpassing its second year attendance by a whopping 22 per cent and solidifying the importance of its role as western Canada's only green consumer show and eco-marketplace.

"Despite a downturn in the economy, consumers recognize the importance of making smarter, more sustainable choices, and they are able to do that at EPIC," says Nancy Wright, EPIC Executive Director. *"Every year we see an increase in consumer intelligence and a growing desire to make a difference. This event is a key forum for consumers, green businesses and experts on sustainable living to come together, share their knowledge and take a powerful stand on the environment – at a personal level."*

The three-day event kicked off with an emotional standing-room-only welcome home ceremony for Matt Hill and Stephanie Tait of Run For One Planet, who literally ran into EPIC wrapping up their 17,700km, year long run across North America to raise awareness about environmental issues. *"It was the best way to run home, being supported and surrounded by all at EPIC, and knowing what it stands for to the intelligent consumer,"* says Hill.

With more than 300 exhibitors showcasing the latest green products, services and innovations, attendees were given the opportunity to easily and affordably make more sustainable choices on everything from home décor, clothing, jewelry and food products, to top of the line eco-friendly vehicles, children's toys and more.

"EPIC was a fantastic experience for us. The Globe Foundation put on another great show bringing together companies and consumers to showcase products and services, learn about green trends and share ideas about how everyone can help to lower their environmental impact," says Doug Burgoyne, President of FROGBOX Inc. *"The energy and excitement in the new Convention Centre was incredible and we are already looking forward to next year's show."*

The new EPICurean Marketplace provided attendees the opportunity to sample tasty, local, and sustainable fair from a variety of businesses. *"EPIC was an ideal venue to launch WHITE BEAR wines because we share the same social and environmentally conscious consumer base,"* says Lori Pike, Public Relations Director for Artisan Wine Co. *"The brand was conceived to raise money and awareness for BC's Great Bear Rainforest. With 15 per cent of our sales donated to ecosystem conservation in the GBR, the EPIC consumers were very excited by our new brand of white wines featuring the white Spirit Bear on the label."*

EPIC’s Main Stage featured a dynamic line-up of international experts in sustainable living. This year’s addition of the EPIC Workshop Stage presented a more intimate environment for attendees to gather tips on everything from eco-friendly gardening and home renovations to creating personal wellness plans and greening a child’s birthday party.

The presenters list included international eco-modeling sensation **Summer Rayne Oakes**; activist and award-winning author of *Not Just a Pretty Face: The Ugly Side of the Beauty Industry*, **Stacy Malkan**; former advisor to the President’s Council on Sustainable Development, **Dianne Dillon-Ridgley**; Vancouver’s own Emmy awarding winning film producer **Warren Carr**, who moderated a panel discussion on the greening BC’s film industry; The Vancouver Sun “In The Garden” editor **Steve Whysall**; **Stephen Beatty**, managing director of Toyota Canada, along with **Blair Qualey** from the New Car Dealers Association of BC and The Vancouver Sun Driving Team of **Keith Morgan**, **Zack Spencer**, **Andrew McCredie** and **Lisa McFarlane**; and **Thomas Mueller**, President and CEO of the Canada Green Building Council.

Planning is now underway for EPIC 2010, scheduled for May 28-30 at the Vancouver Convention Centre West.

***EPIC: The Vancouver Sun Sustainable Living Expo** is Western Canada’s only green consumer tradeshow and eco-marketplace. Now in its third year, EPIC is produced by internationally renowned business-of-the-environment organization The GLOBE Foundation. EPIC is more than just a tradeshow – it’s a three-day celebration that will educate, entertain and immerse you in all things ‘green.’*

For more information on EPIC: The Vancouver Sun Sustainable Living Expo visit www.epicvancouver.com.

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Reference:

Laura Ballance
Laura Ballance Media Group
Tel: 604-871-4451
Cell: 604-771-5176
Laura@LBMG.ca

Rebecca Peters
Laura Ballance Media Group
Tel: 604-252-3614
Cell: 604-762-2098
Rebecca@LBMG.ca