



WESTERN CANADA'S LARGEST SUSTAINABLE LIFESTYLE SHOW ATTRACTS RECORD ATTENDANCE FOR 5-YEAR ANNIVERSARY

For Immediate Release

VANCOUVER, Canada – EPIC: The Vancouver Sun Sustainable Living Expo, celebrated five years of food, fun and fashion for the eco-conscious consumer with the highest attendance on record for the annual event. Attracting 18,473 over three days, EPIC served to highlight the significant and recent growth in the sustainable consumer landscape.

“EPIC has evolved into a lifestyle show for the general public as opposed to an alternative show for a limited demographic,” says Nancy Wright, EPIC Executive Director. *“We’re incredibly proud of its growth and it’s exciting to watch consumers start to move past the basics of switching out light bulbs and shopping with reusable grocery bags. They’re starting to really look at how they green up their home, work, play – every aspect of their lifestyle.”*

In 2011, EPIC exhibitors were pleased not only with attendance numbers, but also with the change in level of audience education around sustainability. *“We’ve been with EPIC since the beginning so we’ve seen a lot of changes,”* says Steven Hettler of BSI Biodegradable. *“Now people who come are more knowledgeable and prepared.”*

Another benefit many exhibitors experienced was the opportunity to connect with an entire community, not only visitors but with other exhibitors who share common practices and mentalities around an eco-lifestyle. Trevor Kehler of U.S.E.D, an exhibitor who fashions reused seatbelts into high fashion handbags commented that *“sales have been good but more so than sales, it’s about meeting people and connecting with other vendors. Here it’s about talking to like-minded people and it’s more about the movement and not treating EPIC like a mall.”*

What differentiates EPIC from other consumer shows or simply visiting a store is the opportunity to speak in person with exhibitors and take the time to find out more about the products themselves, in order to make informed decisions. Says Beth Cole-Morgan of Terra Breads, *“I often hesitate to participate in large scale events such as EPIC as I find that consumers like to consume but there is not a great opportunity to really speak to customers. EPICurean Corner was completely the opposite... people who entered the corner were generally interested in our product, and wanted to learn more about it.”*

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

-30-

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