



GLOBE FOUNDATION ENCOURAGES POSITIVE ACTION IN CELEBRATION OF EARTH DAY – AND EVERY DAY

April 19, 2011

Vancouver, CANADA – The GLOBE Foundation recognizes that where there is an environmental challenge, there is a business opportunity – and that finding practical, business-oriented solutions to the world's environmental problems – on Earth Day, and every day – presents businesses and individuals with opportunities to succeed and protect the environment.

“Since the Foundation was formed in 1993 we’ve helped thousands of companies and individuals realize the value of economically viable environmental business opportunities,” says John Wiebe, President and CEO of the GLOBE Foundation. *“For the past 41 years Earth Day has been celebrated worldwide on April 22 – providing a catalyst for positive actions and results. At GLOBE we’re not only celebrating the success of Earth Day in mobilizing citizens to take positive steps to protect the environment, we’re also working to find solutions that businesses and individuals can utilize on a daily basis.”*

This year's theme for Earth Day 2011 is 'A Billion Acts of Green: Personal, organizational and corporate pledges to live and act sustainably'.

As part of its efforts to provide the highest quality, most unique eco-conscious options at the consumer level, GLOBE has brought **EPIC: The Vancouver Sun Sustainable Living Expo** to Vancouver, Canada for the past five years. This year, from **May 13-15**, Western Canada's largest sustainable lifestyle show will once again transform the green consumer landscape. EPIC features over 300 exhibitors showcasing eco-friendly products, as well as world-class sustainable food and beverage sampling, expert advice on greening your home, and a main stage filled with some of Canada's best-known green gurus, including CBC's George Stroumboulopoulos.

Over the past 21 years, the GLOBE™ Series has become the nexus for global networking and leadership on the business of the environment. Taking place in Vancouver, Canada every two years since 1990, the famed GLOBE biennial conference series has served as an important venue to transform global environmental challenges into profitable business opportunities. World leaders on sustainability will gather in Vancouver **March 14-16, 2012** for **GLOBE 2012** the 12th edition of the original GLOBE series. In addition, from **June 14-16, 2011**, GLOBE will launch the first of a new series of biennial conference events with a specific focus on Latin America - **GLOBE Costa Rica 2011**.

“Our philosophy is that companies can do well by doing good without sacrificing the bottom line, and environmental challenges bring enormous opportunity for the business sector,” says Wiebe. *“We also know that at the consumer level – the right decisions can and will help solve our environmental challenges. Whether you find the right solutions by attending one of our GLOBE events, or through your own channels, we encourage everyone to do their part, not only on Earth Day, but also throughout their everyday lives – both professionally and personally.”*

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About The GLOBE Foundation

The GLOBE Foundation is an international consultancy organization in the business of the environment. GLOBE's expertise lies in project management, event development, and management and consulting in the fields of environment and energy, urban development, and corporate responsibility. The GLOBE Foundation is North America's longest operating producer of environmental events, having produced the GLOBE series since 1993. www.GLOBE.ca.

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Reference:

Rebecca Peters
Laura Ballance Media Group
604.637.6649 (direct)
604.762.2098 (mobile)
Rebecca@LBMG.ca