

STRATHCONA BIA PRESENTS SUSTAINABILITY 2.0: THE EVOLUTION OF GREEN

Majora Carter, founder Sustainable South Bronx, to deliver keynote address

Vancouver (March 20, 2009) – On April 2, 2009, from 3-7 PM, the Strathcona Business Improvement Association (BIA) will present Vancouver's second annual sustainability expo for small businesses. **Sustainability 2.0: The Evolution of Green** will bring local green business leaders together at ChapelArts to discuss why now more than ever it pays to go green. Drawing on the successful partnerships already growing within the Strathcona Green Zone, the event will focus on how collaboration builds community and creates new opportunities for sustainable businesses.

Keynote speaker **Majora Carter** brings her experience as the Founder of Sustainable South Bronx to the challenges and opportunities facing Strathcona businesses and Vancouver's Downtown East Side. Born, raised, and continuing to live in the South Bronx, Majora views urban renewal through an environmental lens. With her inspired ideas & her motto "Green the Ghetto", she pushes both for eco-friendly practices, job training, and green-related economic development for her vibrant neighborhood in the South Bronx, N.Y. Majora also believes you shouldn't have to move out of your neighborhood to live in a better one, and that this notion has environmental and economic implications that span the globe.

The panel session, "**Shades of Green**," will feature some local businesses that are just taking their first green steps and others that have been incorporating green strategies for years. Panelists Saul Brown of Saul Good Gift Co., Danielle Carrie of Frogfile Office Essentials, and Peter Joe of Sunrise Soya Foods will share how collaborating with other local businesses on sustainability initiatives has helped them profit and succeed during these changing economic times.

Sponsors including Vancity, BC Hydro Powersmart, and Vancouver Economic Development Commission will also be amongst exhibitors at the Expo. The event is brought in partnership with the City of Vancouver and the Vancouver Agreement.

Toby Barazzuol, founder of Eclipse Awards and Vice Chair of the Strathcona BIA is instrumental in launching this event as well as Strathcona's Green Zone Initiative, "We believe sustainability is fundamental to small business success. Our goal this year is to explore the role of collaboration as it relates to growing your business and strengthening the community. We believe sustainability is the framework for revitalization in the Downtown Eastside. We are excited to have Majora Carter share her experiences in the South Bronx and see where we can apply these experiences to our situation in Strathcona."

Exhibits are open from 3-6 PM and registration is free. BIA members from Strathcona, Hastings-Sunrise, Chinatown, Gastown and Downtown are encouraged to attend, as well as other business owners, employees, non-profit organizations, community members and residents.

To learn more and register for Sustainability 2.0: The Evolution of Green, visit www.strathconabia.com/expo2 or call (604) 258.2720.

About Majora Carter

Majora Carter is a 2006 MacArthur "genius" Fellow, one of Essence Magazine's 25 most influential African-Americans, twice named in the NY Post's 50 Most Influential Women, co-host

of “The Green” on the Sundance Channel, and host of a special National Public Radio series called “The Promised Land” (thepromisedland.org). She is currently president of the green-collar economic consulting company, The Majora Carter Group, LLC.

Listen to Majora's talk on TED:

http://www.ted.com/index.php/talks/majora_carter_s_tale_of_urban_renewal.html.

To learn more about Majora, visit: <http://www.majoracartergroup.com/>.

About the Strathcona Business Improvement Association (SBIA)

The Strathcona BIA is a non-profit, member-driven organization that represents over 850 business and commercial property owners in Strathcona. The organization plays an important role in developing businesses and attracting new ones to Strathcona. The mission of the SBIA Sustainability Committee is to educate members about the business case for environmental and social sustainability, provide them with the tools and resources to implement sustainability as it relates to their organization, and develop the broader community that will both support and attract green businesses.

For more information, please contact:

Cathy Kwan
Executive Director, Strathcona BIA
604.258.2727 (office)
604.818.2233 (mobile)

Purdy Lee
Event Manager, Sustainability 2.0
778.737.0229