

## **The Salon national de l'environnement 2009**

**The fourth edition of the *Salon national de l'environnement*, created and organized by the Coop Terre Nouvelle, is a huge success**

**Montreal, June 22, 2009** – The *Coopérative de travail Terre Nouvelle* staged the fourth edition of its *Salon national de l'environnement* (SNE) on June 19, 20, and 21 at the Place des Vestiges on the Quays of the Old Port of Montreal. More than 30 000 visitors attended the weekend event, and had the opportunity of meeting 150 exhibitors, who provided the public with a vast array of information on our ecological footprint, green living, and sustainable transportation. Several speakers, including Steven Guilbeault, were on hand to talk about current environmental topics on people's minds.

"In spite of today's economic situation, we noticed, once again this year, that the environment is one of the main concerns of Montrealers. The solutions presented over the weekend demonstrated that ecological alternatives can also be economical! More than ever, we are seeing an ever-growing need among the general population for information and ideas for actions to take on the themes of our ecological footprint, green living, and sustainable transportation. We are confident that the fifth edition, too, will address our society's environmental preoccupations," explained François Cormier, the Salon's general manager.

### **Looking forward to a fifth edition at the heart of people's concerns**

With the development of technologies that use less energy, the increasing presence of hybrid and energy efficient vehicles on Quebec roads, as well as a growing public awareness, the program for the 2010 *Salon national de l'environnement* will be even broader and will, once again, attract many visitors by offering them tools for learning and acting on environmental issues.

The *Coopérative de travail Terre Nouvelle* was created out of a citizens' initiative in 2005, and its objective is to promote environmental progress and innovation. The SNE is made possible through the financial support of the STM and Hydro-Québec.

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