



TORONTO BOOK & MAGAZINE FESTIVAL

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FOR IMMEDIATE RELEASE:

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THE WORD ON THE STREET TORONTO GETS GREENER

Key Initiatives Underline the Festival's Commitment to the Environment

What: The Word On The Street Toronto Ups Green Initiatives

When: Festival day is Sunday, Sept. 25, 2011, from 11:00 until 6:00

Where: Queen's Park in Downtown Toronto

Details: Complimentary bike valet service and bike check-ups © Environmentally-friendly production of the Festival Program and KidStreet Festival Guide

Each year, The Word On The Street Toronto strives to become a greener festival. *New for 2011*, the Festival has partnered with the **Toronto Cyclists Union** to provide festival visitors with a complimentary bike valet service, which will be located at Queen's Park on Queen's Park Crescent West. Festival patrons are encouraged to leave their car at home and use pedal power to make their way to The Word On The Street. Festival bike enthusiasts will also receive a free bike check-up courtesy of the Toronto Cyclists Union.

The Word On The Street Toronto, in collaboration with its official print sponsor **Webcom Inc.**, its official paper sponsor **Cascades Fine Papers Group**, and its official paper recovery sponsor **Cascades Recovery Inc.**, continues its commitment to "close the loop" in the production of the Festival Program and KidStreet Festival Guide. Together they are working to reduce the environmental footprint of the event programs by using paper that contains 100% post-consumer fibre from Cascades Fine Papers Group; by printing with Webcom Inc. which utilizes vegetable-based inks, cold-set printing presses and heat recovery systems to reduce their total energy use; and by working with Cascades Recovery Inc., whose business it is to manage discarded materials to lessen waste.

About Cascades Fine Papers Group:

Founded in 1964, Cascades produces, converts and markets packaging and tissue products composed mainly of recycled fibres. Founded on the principle of respect, initiative and respect for the environment are part of Cascades' everyday operations. This objective is ongoing; Cascades has pooled its efforts to improve their products and processes to always reduce their environmental footprint on the planet.

About Cascades Recovery Inc.:

Cascades Recovery Inc. is the new corporate name of a company formerly called Metro Waste Paper Recovery Inc. They are a Toronto-based unit of the Cascades Specialty Products Group that specializes as a major North American player in the management and recycling of discarded paper-based materials through a national network comprising of 21 recovery centres. The company is in the business of managing discarded materials. Through its Recovery ...PLUS® program, Cascades Recovery Inc. helps businesses achieve their sustainability goals by diverting material from landfill sites and working toward zero waste.

About the Toronto Cyclists Union:

The Toronto Cyclists Union provides a strong, unified voice for Toronto cyclists. They are a membership-based organization that connects cyclists from all across Toronto. They work together with citizens,

community groups, bike shops and the City towards the common goals of ensuring that cycling is a legitimate, accessible, and safe means of transportation.

About Webcom:

For more than 30 years, Webcom has been a forward-thinking book printer offering innovative programs to address the challenges of high inventory and production costs, customized for publishers of books, catalogs and directories across North America. Programs are integrated through advanced workflow technology and automation of leading-edge inkjet web press, conventional offset presses and the latest bindery systems. As an award-winning leader in the area of environmentally responsible production, Webcom has strict policies in place to reduce the impact of paper usage, emissions and energy consumption.

About The Word On The Street:

Every year on the last Sunday in September, in the cities of Vancouver, Saskatoon, Kitchener, Lethbridge, Toronto, and Halifax, The Word On The Street festivals unite the country in a national celebration of literacy and the written word. Annually attracting over 200,000 visitors to its Queen's Park location, The Word On The Street Toronto is the largest book and magazine festival in Canada.

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Please visit the festival's official website at www.thewordonthestreet.ca. Read our blog, become a fan on Facebook and follow us on Twitter.