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FOR IMMEDIATE RELEASE

September 10, 2009

20th Annual The Word On The Street Toronto
Sunday, September 27, 2009 - Queen's Park
11:00 a.m. to 6:00 p.m.
Free Admission
www.thewordonthestreet.ca

The Word On The Street to "Close the Loop" and Keep Queen's Park Green

(Toronto) – **The Word On The Street** is taking new steps in 2009 to help keep our city as green as possible. Joining **Cascades Fine Paper Group**, **Webcom** and **METRO Waste Paper Recovery Inc.**, The Word On The Street will '**close the loop**' as the festival's paper passes from production to collection at one event. With the help of our sponsors, The Word On The Street will use the latest technology to save valuable energy and ultimately lower greenhouse gas emissions.

The **Festival Program** and **KidStreet Activity Guide** are the most eco-friendly guides ever produced by the festival. Each guide is comprised of 100% post-consumer paper provided by **Cascades**, printed with vegetable-based inks by Webcom and collected onsite for recycling purposes by **METRO Waste**.

The partnership capitalizes on each company's expertise. Cascades is the only Canadian fine paper manufacturer certified **EcoLogo** by **Environment Canada's Environmental Choice Program** and **Processed Chlorine Free** by the **Chlorine Free Product Association**. Webcom's materials are printed with vegetable-based inks using renewable resources and fewer overall pollutants, while METRO Waste focuses on maximum recovery and efficiency as an ultimate goal of their "Green...by Nature" philosophy.

The Word On The Street recognizes that protecting the planet requires the combined efforts of festival organizers and attendees alike, which is why everyone attending the festival will be able to take part in this year's green initiatives. Re-usable 20th festival commemorative bags featuring artwork by **Charles Pachter** and stainless steel water bottles will be available for purchase to help decrease plastic bag and water bottle waste collected onsite.

Human-propelled **Eco Cabs** return to the festival and will be available to all festival goers in need of a quick commute across the park. Visitors will also be able to stop by one of two **HTO To Go** water trucks at the north end of **Queen's Park** to refill water bottles between author readings.

About The Word On The Street

Every year on the last Sunday of September, in Vancouver, Kitchener, Toronto and Halifax, The Word On The Street unites the country in a national celebration of literacy and the written word. Annually attracting more than 200,000 visitors to its Queen's Park location, The Word On The Street in Toronto is the largest book and magazine festival in Canada. The 2009 edition is set for September 27, 2009.

The Word on The Street gratefully acknowledges the support provided by our sponsors.

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Please add this information to your listings. Images are available upon request.

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