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FOR IMMEDIATE RELEASE:

Ontario Snow Resorts earn Sustainable Tourism Award

Toronto, Ont. - The Tourism Industry Association of Ontario awarded the 2011 Sustainable Tourism Award to the Ontario Snow Resorts Association at the Ontario Tourism Summit held last week in Hamilton.

The Ontario Snow Resorts Association received the award for its Engine Idling Reduction Program that quantifies fuel consumption and emissions from personal vehicles, motor coaches and snow fleets. The program also helps resorts to reduce greenhouse gas emissions, improve air quality in immediate and surrounding areas, reduce noise pollution, improve guest experiences and increase operational efficiency across the resort.

Bruce Haynes, President of Ontario Snow Resorts Association accepted the award on behalf of the Ontario ski areas that participated in the success of the program and on behalf of the program's delivery partners, including My Sustainable Canada who designed and managed the program and Green Communities Canada who delivered eco-driver training to vehicle operators and managers of snow resort fleets.

"TIAO congratulates our award winners for their achievements and commitment to setting a standard of excellence for the tourism industry. Each of our winners deserves to be acknowledged for dedication to consistently improving the visitor experience within Ontario," stated Beth Potter, President of TIAO.

The Tourism Industry Association of Ontario is the umbrella organization for the 60 leading associations, destination marketing organizations and regional tourism organizations serving Ontario's diverse tourism industry.

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For further information, please contact: Jermaine Hylton, Manager, Communications 416 483-1691 ext. 223