



**For Immediate Release:
July 8, 2011**

**TD IRIE MUSIC FESTIVAL
July 29, 30, 31 & August 1 2011
www.iriemusicfestival.com
FREE! THE FEELING IS IRIE!**

TD IRIE MUSIC FESTIVAL GOES GREEN
<http://iriemusicfestival.com/irie-green-initiative/energy/>

On Monday, August 1st, The **TD IRIE Music Festival** will dedicate the day to promoting green initiatives and that of community and local not-for-profit organizations doing work to preserve the environment. There will be various panel discussions, vendors that focus on sustainable and green products, locally grown food markets located at the **TD IRIE Music Festival Green Village**, and food demonstrations and activities for children. Experts will lead discussion on the emerging issues and provide tips to adopt in day-to-day life. For Panel discussion topics please visit: <http://iriemusicfestival.com/irie-green-initiative/green-day-august-1-2011/>

Artistic Director, **Phil Vassell** says, "This year, the TD IRIE Music Festival will be undergoing a major greening overhaul. It is our hope to significantly reduce our environmental impact as a festival, by educating our vendors, suppliers and our audience. We also hope to take a leadership role in the greening of festivals and events in Toronto. In fact, the greening initiative for the festival has largely been made possible with the funding from **Ontario Trillium Foundation**"

Additional support has also come from TD Friends of the Environment Foundation, which has supported the festival's efforts in the past and this year as well.

TD IRIE Music Festival organizers have embarked on a journey to make the annual festival green and sustainable. One of the festival's partners, **Bullfrog Power** will be supplying green, clean energy. For

more information visit: <http://iriemusicfestival.com/irie-green-initiative/energy/>

Green Commitment

There will be water and recycling stations at **Queen's Park North**, which will be supervised by volunteers to improve waste collection. With the help of **Inorganic Waste**, electronic waste will be collected for the duration of the festival. For details relating to water and recycling stations and to view the festival's **Green Commitment** visit: <http://iriemusicfestival.com/irie-green-initiative/>

Transportation

All festival attendees are encouraged to walk or bike where possible, as parking is limited. Access to all festival venues is available using public transportation. To find all of the suggested modes of travel including information on the TD IRIE Music Festival secure **Bike Corral** visit: <http://iriemusicfestival.com/irie-green-initiative/transportation/>

PUBLIC INFORMATION: 905-799-1630

The TD IRIE Music Festival is a free event that celebrates music, dance, art, food and culture, providing an opportunity to promote a greater understanding between diverse cultures and traditions of Toronto – the world's most culturally diverse city.

Please add this information to your listings. We are presently confirming interviews. Images are available upon request or by going to the press room, located under 'about' tag:

www.iriemusicfestival.com

For media information, please contact:

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