



UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement Programa de las Naciones Unidas para el Medio Ambiente

Программа Организации Объединенных Наций по окружающей среде برنامج الأمم المتحدة للبيئة

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Toronto Selected by the United Nations as Host City for North American World Environment Day 2011

Toronto/Washington D.C., May 3, 2011 – The United Nations Environment Programme (UNEP) has named Toronto the host city for World Environment Day (WED) 2011 in North America. In support of the United Nations International Year of Forests, the theme for this year's WED is *Forests: Nature at Your Service*. The two-day celebration will include the launch of a United Nations report on forests, youth events and a consultation with leaders in the environmental community on the 20th anniversary of the Earth Summit in Rio de Janeiro.

Joining UNEP as a partner in the WED celebrations is Evergreen Brick Works, a LEED Platinum national education center for exploring urban sustainability. While the main events will take place on June 6 and 7 in Toronto, Evergreen and UNEP's Regional Office for North America are working together to stimulate environmental awareness and action and to promote WED throughout Canada.

For the fourth year in a row, Bayer will partner with UNEP on WED by sponsoring the youth programs to be held on June 6 at Evergreen. The events include: the opening of a special exhibition of UNEP's International Children's Painting Competition (ICPC), an award ceremony for the North American winners of ICPC and an interactive environmental workshop for Toronto students on this year's theme. The workshop will be led by Dr. Mae C. Jemison and attended by Dr. Roberta Bondar. Dr. Jemison, Bayer's longtime national spokesperson for its *Making Science Make Sense*® program, is the United States' first African-American female astronaut and Dr. Bondar is Canada's first female astronaut. The exhibition will feature artwork, also on the forest theme, created by 6 to 14-year-old students from Canada and the United States.

“By selecting Toronto, we are acknowledging the efforts of the people of Toronto in greening their city,” says Amy Fraenkel, director of UNEP's Regional Office for North America. “We are especially pleased about the host city this year, as this is the first time that the North American World Environment Day celebrations will be held in Canada,” explained Ms. Fraenkel.

Some of the environmental commitments of Toronto's citizens include policy development work on issues such as climate change and biodiversity, as well as efforts to support energy efficient building retrofits, green roofs and waste diversion streams.

“Evergreen is delighted to collaborate with UNEP in this effort, and some of the activities being organized deal with the green economy,” says Geoff Cape, executive director of Evergreen Brick Works. “For the first time in the history of humankind, more than 50 per cent of the world's population lives in cities, and the winning economy in the 21st Century will be the green economy, because it is in cities where we can effect deep environmental and social change that positively benefit the economy,” added Mr. Cape.

As part of the Bridging the Gap initiative, launched by UNEP's Regional Office for North America in 2008, representatives from local government, businesses and non-profit organizations will work together to organize a series of events during the six weeks that link Earth Day on April 22 and World Environment Day on June 5. By linking these two days, UNEP is asking

individuals and communities to carry their Earth Day commitments throughout the bridging the gap period, in the hope that those good environmental practices will become part of their every day lives.

Created by the United Nations in 1972, WED is considered one of the largest environmental events of its kind, with thousands of events organized in UNEP's six regions: Africa, Asia and the Pacific, Europe, Latin America and the Caribbean, North America and West Asia.

For more information on WED and to download the WED logo, visit UNEP's website at www.unep.org/wed.



About the UNEP Regional Office of North America

UNEP is the leading authority on the environment within the United Nations system. The Regional Office for North America, based in Washington, D.C., serves Canada and the United States. Its mission is to build support in the region for UNEP's work, to promote effective responses to international environmental challenges and to foster cooperation on environmental issues between North America and the broader international community. To achieve this mission, the Regional Office's strategy is to promote collaboration between UNEP and all sectors of North American society, including U.S. and Canadian governmental institutions, the private sector, non-governmental organizations and other civil society groups.

About Evergreen and Evergreen Brick Works

Evergreen is a national not-for-profit organization that makes cities more livable. By deepening the connection between people and nature, and empowering Canadians to take a hands-on approach to their urban environments, Evergreen is improving the health of our cities—now and for the future. Evergreen's new home is a community environmental centre in the heart of Toronto's ravine system. It is many things: a vibrant public space featuring a local farmers' market and retail garden centre; a showcase of sustainable design; an educational playground for green living; and an international hub that fosters new ideas in urban innovation.

About Bayer Corporation

Bayer Corporation, headquartered in Pittsburgh, is a subsidiary of Bayer AG, an international health care, nutrition and high-tech materials group based in Leverkusen, Germany. The company's products and services are designed to benefit people and improve their quality of life. The Corporation is committed to the principles of sustainable development and to its role as a socially and ethically responsible corporate citizen. Economy, ecology and social responsibility are corporate policy objectives of equal rank. In North America, Bayer had 2010 net sales of EUR 8,228 million (\$10,861 million) and employed 16,400 at year-end. For more information, go to www.bayerus.com.

For more information

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