

## Scotiabank and Green Living Enterprises Announce Winners of Scotiabank EcoLiving Awards

### *Three Canadian energy efficiency leaders to share \$75,000*

**TORONTO, June 2** – What does a not-for-profit contractor in Winnipeg, Manitoba, a home builder in Bathurst, New Brunswick and a student from Calgary, Alberta have in common? They all have been named the winners of the inaugural Scotiabank EcoLiving Awards and will share a total of \$75,000 in award incentives. The Scotiabank EcoLiving Awards recognizes businesses, innovators and students for excellence in the development of home energy efficiency initiatives. Scotiabank and Green Living announced the award recipients at a gala ceremony attended by over 150 guests at the Art Gallery of Ontario last night.

“Increased interest in saving on energy costs together with concern about our environment has made efficient energy use a growing priority for Canadians,” said Anatol Von Hahn, Group Head, Canadian Banking, Scotiabank. “Each of these winners has demonstrated leadership and innovation in the development of products and services to reduce energy consumption in the most important space to most of us, our homes.”

The Awards are an important part of Scotiabank’s flagship Canadian environmental program, EcoLiving, introduced last year to help Canadians make greener choices for their homes, reduce their energy bills and take advantage of government rebates. Further information on the program can be found at [www.ecoliving.scotiabank.com](http://www.ecoliving.scotiabank.com).

Entries for the awards came from across Canada. In addition to recognizing excellence and innovation in developing energy efficiency solutions, the Scotiabank EcoLiving Awards program is unique in its focus on public awareness. A key criterion for award recipients was to demonstrate capacity to generate public interest and excitement in energy efficiency through their products or solutions.



The **Scotiabank EcoLiving Business Leadership Award** valued at \$50,000, was awarded to **BUILD** of Winnipeg, Manitoba, for its pioneering not-for profit program of retrofitting homes in low-income areas of Winnipeg with energy saving materials, resulting in lower utility bills, employment of neighbourhood members, and decreased greenhouse gas emissions.

The **Scotiabank EcoLiving Innovators Award** valued at \$15,000 was awarded to **EcoPlusHome** of Bathurst, New Brunswick, a company that designs and builds Atlantic Canada’s most energy efficient home, a prefabricated family home that puts zero demand on the power grid.

The **Scotiabank EcoLiving Student Leadership Award** valued at \$10,000 was awarded to **Eden Full** of Calgary, Alberta, a mechanical engineering student at Princeton University. Full invented the SunSaluter, an affordable \$10 tracking rotation system that maximizes the output of solar panels requiring 40 percent fewer panels.

Back: Axel Lerche, EcoPlusHome  
Middle: Shaun Loney, BUILD  
Front: Eden Full, student

"This award is an important national recognition that what we have done is significant - producing affordable top-efficiency homes for Canadians - homes that save money and the planet," said Axel Lerche, President, EcoPlusHome. "We are now eager to reinvest the prize money in developing our brand and markets across Canada and the United States."

Winners were selected by an independent judging panel including: Tom Rand, Author, Cleantech Advisor and Practice Lead at the MaRs Discovery District, Thomas Mueller, Founding Director of the Canada Green Building Council, Andre Fauteux, journalist and publisher/editor of *La Maison*, Lisa Rochon, architecture critic for the Globe and Mail and Dr. Rick Smith, Executive Director of Environmental Defence Canada.

"Change is best lead by example, and the Scotiabank EcoLiving Awards are a crucial contribution to showcasing how home energy efficiencies are within the grasp of every Canadian," said Laurie Simmonds, CEO and President of Green Living Enterprises. "We are proud to support Scotiabank in its efforts to embolden Canadians as they pursue sustainable lifestyle choices."

Full information on the awards, all finalists, the judging panel and the gala awards ceremony is available exclusively on Scotiabank's EcoLiving website, <http://ecoliving.scotiabank.com/awards>

### **About the Scotiabank EcoLiving Program**

The Scotiabank EcoLiving Program, introduced in June 2010, is Scotiabank's Canadian flagship environmental program designed to help Canadians discover how they can make greener choices for their homes, reduce their energy bills and take advantage of government rebates. The EcoLiving website ([www.ecoliving.scotiabank.com](http://www.ecoliving.scotiabank.com)) is a cornerstone of the program and a unique online consumer resource. The site offers government rebate and financial savings information all in one place – providing an easy-to-use resource for Canadians to learn about, plan and compare green home improvement options. EcoLiving Magazine, a bi-annual publication, features seasonally specific home greening information and tips.

### **About Scotiabank**

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 70,000 employees, Scotiabank Group and its affiliates serve some 18.6 million customers in more than 50 countries around the world. Scotiabank offers a broad range of products and services including personal, commercial, corporate and investment banking. With assets above \$571 billion (as at April 30, 2011), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com).

### **About GreenLiving**

Green Living Enterprises is a pioneer and leader in developing social and environmental marketing programs that keep consumers and clients at the forefront of the green agenda. Green Living Enterprises is a full-service, one-stop solution for green marketing, product and program development, custom publishing, and event management. Green Living Enterprises, an authentically green company, also includes [Greenlivingonline.com](http://Greenlivingonline.com) and The Green Living Show, North America's largest green consumer show, dedicated to easy and workable solutions for leading a sustainable lifestyle.

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