

FOR IMMEDIATE RELEASE

Local and International Environment Leader James Birtch Receives 2010 Ottawa Eco-Stewardship Award

OTTAWA, April 21, 2010 – James Birtch, a local, national and international environmental leader, will receive the 2010 Ottawa Eco-Stewardship Award.

James Birtch is leading by example and inspiring others to do the same – true leadership! Locally, he is the founder of the Ottawa Biosphere Eco-City Pilot Project. He leads a team of 39 volunteers who have created a model for urban centered regions to demonstrate innovative and practical ways to support nature and improve urban and rural life.

“This pilot project gives Ottawa the chance to lead the world in urban centered sustainability and we are working on testing our model in a second pilot study in Nairobi, Kenya.” said Mr. Birtch.

For many years, he has worked at the international, national and local levels to support ordinary people create sustainable solutions to environmental problems. He has supported the International Network of Biosphere Reserves launched by UNESCO (United Nations Educational, Scientific and Cultural Organization) in 1976 that has grown to 553 sites in 107 countries, including 15 Biosphere Reserves in Canada. Mr. Birtch was selected by his peers from a number of environmental organizations on the EcoFair Planning Committee as this year’s recipient based on his leadership in promoting sustainable living in the Ottawa area, across Canada and around the world.

This year's award will be presented by David McGuinty MP for Ottawa South. “James Birtch is an individual who has provided long standing leadership in promoting sustainable living in Canada and internationally, who represents the true spirit of volunteerism. It is the efforts of individuals like James that are essential to making a difference in the long term”, said Mr. McGuinty.

Ottawa Eco-Stewardship Award Presentation: SATURDAY APRIL 24 - 10:00 a.m.

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Opening Ceremonies - 7th Annual Ottawa Eco-Stewardship Fair - RA Centre, 2451 Riverside Drive.

“James Birtch certainly demonstrates the criteria established for the Ottawa Eco-Stewardship Award – of vision, innovation, sustained effort and commitment, along with leadership and the ability to motivate and build partnerships on behalf of the environment”, said Ted Cooke, Chair of 2010 EcoFair Planning Committee.

The EcoFair is Ottawa’s premiere environmental event. It comprises hundreds of exhibitors showcasing the latest in environmental products and services. Exhibitors include up-and-coming ‘ecopreneurs’, large firms, government agencies and environmental organizations. The participation of community environmental organizations is made possible by the support provided by the Fair’s major sponsors, TD Friends of the Environment Foundation, Enbridge Gas Distribution Inc., the Ottawa Citizen and the City of Ottawa.

For more information:

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