



The Canadian Academy
of Recording Arts
and Sciences

L'Académie canadienne
des arts et des sciences
de l'enregistrement

FOR IMMEDIATE RELEASE

WHAT DRIVES YOU TO BE GREEN? JUNO Awards launch online sustainability initiative

Toronto, ON (April 21, 2015) – In celebration of Earth Day, CARAS and the JUNO Awards are launching an online public engagement initiative designed to explore what motivates people to take action to be more sustainable. The “What Drives You to Be Green?” contest kicks off on Earth Day with a video presented by Bullfrog Power featuring members of JUNO Award winning bands, The Sheepdogs and Sam Roberts Band, talking about why they opt to bullfrogpower their Canadian shows with 100% renewable energy. Visit www.junotv.ca or [click here](#) to view the video.

Getting involved is easy! All you need to do is tweet [@TheJUNOAwards](#) your answer to the question: *What Drives You to Be Green* using the hashtag #WhatDrivesYouToBeGreen? Participants will be entered into a draw for prizes provided by the JUNO Awards and Bullfrog Power. The initiative will run from April 22 – 29, 2015 with the final draw on April 30, 2015. Winners will be announced via Twitter.

“Integrating sustainability into our operations has allowed us to reduce our resource consumption and waste, mitigate climate change impacts, make responsible purchasing decisions, and inspire our partners and suppliers to take similar initiatives,” said Allan Reid, President & CEO, CARAS/The JUNO Awards. “We are excited to partner with Bullfrog Power on this initiative and to learn more about what drives people to take action around sustainability!”

This initiative is supported by JUNO TV host, acclaimed Canadian media personality and passionate vegan foodie, Lauren Toyota. Check out www.junoawards.ca on Earth Day, April 22, to read Lauren’s blog about the influences in her life that inspire her to go green and actions that you can take to do the same.

Getting people engaged through the “What Drives You to Be Green?” initiative is part of a larger CARAS and the JUNO Awards sustainability strategy that is supported by several key partnerships. [Bullfrog Power](#) provides renewable electricity for the CARAS office as well as JUNO event venues and hotel stays. [Less Emissions Inc.](#) offsets the carbon footprint of venue heating and cooling, and travel by organizers, CARAS members, production crews, nominees, and JUNO Week event attendees. [Strategin Solutions](#) assists with design and delivery of the overall strategy.

For more information about the JUNO Awards, visit junoawards.ca.

Web Links:

Official JUNO Awards website: www.junoawards.ca

JUNO TV: www.junotv.ca

JUNO Awards on Twitter: [@TheJUNOAwards](https://twitter.com/TheJUNOAwards)

JUNO Awards on Facebook: www.facebook.com/TheJUNOAwards

JUNO Awards on Instagram: [@TheJUNOAwards](https://www.instagram.com/TheJUNOAwards)

Web Links for Sustainability Partners:

Bullfrog Power: www.bullfrogpower.com

Less Emissions Inc: www.less.ca

Strategin Solutions: www.strateginsolutions.com

-30-

For more information on CARAS and the JUNO Awards contact:

Adrienne Kakoullis

416-628-5610

akakoullis@holmespr.com

www.holmespr.com