



## NEWS RELEASE

### **Alberta Beverage Container Recycling Corporation provides leadership funding for new Internship Program, becomes Emerald Leader**

May 30<sup>th</sup>, 2008 (Edmonton) – The Alberta Beverage Container Recycling Corporation (ABCRC) has agreed to support the Alberta Emerald Foundation’s (AEF) new Internship Program that will help the foundation showcase and share examples of positive environmental excellence in Alberta.

“As an Emerald Leader, ABCRC is helping to ensure the Internship Program proceeds,” says Board Chair, David Day. “The \$100,000 they are providing over three years will help fund this innovative way to both build the Foundation’s capacity and provide important training for individuals looking to work in the not-for-profit sector.”

The AEF models the way forward while encouraging and enabling others to be leaders in environmental behaviours and attitudes. The goal of the Foundation is to make environmental excellence an everyday occurrence.

“ABCRC is excited to partner with the AEF on these important youth initiatives,” says Guy West, ABCRC President. “We believe in looking to youth for inspiring and innovative environmental solutions. Their refreshing outlook helps foster new perspectives on a sustainable future for Alberta.”

Through its core program, the Emerald Awards, AEF recognizes significant contributions made by Albertans to preserve, protect and enhance the environment. Since 1991, the Foundation has showcased over 1,700 examples of outstanding environmental initiatives, setting a standard for others to follow.

The roster of Emerald Award recipients is rich with success stories - individuals and organizations who quietly lead the way in environmental excellence. The Internship Program will help the Foundation increase the profile of these examples of environment excellence and enhance the Emerald Awards. Interns will be recruited through co-op and placement officers at Alberta’s post-secondary institutions as well as other recruitment settings.

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*For more information please contact:*

Christy Urban, Executive Director  
Alberta Emerald Foundation  
#205 3132 Parsons Rd  
Edmonton, AB T6N 1L9  
Phone: (780) 413-9629  
Email: [info@emeraldfoundation.ca](mailto:info@emeraldfoundation.ca)



## **BACKGROUND**

The Alberta Emerald Foundation (AEF) models the way forward while encouraging and enabling others to be leaders in environmental behaviours and attitudes. Since 1991, the Foundation has showcased over 1,700 examples of outstanding environmental initiatives, setting a standard for others to follow. In 2006, the Foundation launched its new website which includes a searchable database of these initiatives.

AEF started out as a collaborative initiative between McLennan Ross LLP, Deloitte & Touché Chartered Accountants and Alberta Environment. Today, AEF:

- ✓ is a charitable organization, represented by a diversity of membership
- ✓ through the annual Emerald Awards, recognizes the significant strides Albertans are making to protect, preserve, enhance and sustain our environment
- ✓ is a credible, independent source of environmental excellence with a growing database of over 1,700 positive Alberta environmental success stories
- ✓ celebrates positive environmental examples from governments, corporations, academic institutions, small businesses, individuals, community groups, schools, Aboriginal communities and others.

The AEF internship program will provide human resources to the Foundation as well as valuable training to individuals in the not-for-profit sector. AEF proposes hiring two interns: a Program Intern and a Communications Intern. AEF is seeking interns with the ability to research, write, organize, plan and implement on behalf of AEF. Recognizing that these are learning roles, the Foundation is committed to the coaching and supervision time required to provide sound learning.

AEF's mandate is to showcase and share examples of positive environmental excellence in Alberta. As such, outcomes of the Internship Program include:

- ✓ increased showcasing of environmental excellence through communications initiatives (advertorials, press releases, key stories, vignettes [TV, Radio, Print], etc.)
- ✓ increased information on the website – taking the 1,700+ examples and editing, researching, updating and uploading new information to the website.
- ✓ enhanced Emerald Awards event through dedicated program-focused time by intern
- ✓ implementation of the Youth Program as an outcome of the research and planning process currently being initiated by the Foundation.