



NEWS RELEASE

Enbridge funds new Youth Environmental Program to help youth learn from Emerald Award winners

May 30th, 2008 (Edmonton) – Enbridge is providing \$100,000 in funding to assist the Alberta Emerald Foundation (AEF) in launching its first Youth, Environment and Education Media project.

The Youth, Environment and Education Media project is a series of short (1 to 3 minute) education videos that showcase yearly the environmental work of up to 36 outstanding leading-edge Alberta environmental practitioners.

“The Youth, Environment and Education Media project is our first step in what we anticipate to be a significant process to promote youth engagement with the environment,” says Board Chair, David Day. “As an Emerald Leader, Enbridge provides AEF with a unique opportunity to engage youth while continuing to promote the environmental excellence successes in Alberta.”

“Enbridge is committed to inspiring youth to have passion and concern for their environment,” says Paul Hunt, Director, Enbridge Sustainable Development and Stakeholder Relations. “The ambition and creativity of today’s youth is greatly underestimated, and we believe that it is important to inspire them in our shared efforts to ensure a sustainable environment.”

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.

Enbridge is a leader in energy transportation, distribution and services. Constantly pursuing new, alternative energy sources, Enbridge confronts the issue of global climate change with a healthy environment for the future in mind. Their passionate, active role in sustainability across Canada is an encouraging model of environmental dedication.

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