

# NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## Town wins SAM “Green Vision” Award

The Town of Olds and Olds College have been awarded the Canadian Home Builders Association (Central Alberta) 2008 Grand SAM “Green Vision” award, for their partnership in the Environmentally-Sustainable Yards (ESY) Project.

The Canadian Home Builders' Association (CHBA) created the "Sales And Marketing" Awards over 20 years ago to recognize the most creative work and professional accomplishments in the housing industry. In Central Alberta, the SAM Awards have evolved to encompass more than sales and marketing, incorporating almost all aspects of the region's housing industry. This year's award ceremonies were held on 26 April in Red Deer.

Town Council is committed to the *Olds Sustainable Living* initiative – an integrated approach to municipal decision-making where economic, environmental and social aspects of the community are considered with equal importance.

In February 2008 Town Council adopted its first Strategic Sustainability Plan created through a new, intensive community ownership and public engagement process. Over 200 community members were involved committing over 5000 volunteer hours in the course of one year. Through this bottom-up participative process the community created a roadmap – a set of directions for Council to use to make decisions, accountable to future generations.

One of many resulting projects is the Environmentally-Sustainable Yards (ESY) Project, a partnership among Olds College, Communities in Bloom, and the Canadian Home Builders Association. The ESY project provides a demonstration site showcasing environmentally sustainable yards, where native plants and landscape grading virtually eliminate the need to use potable water, significantly reducing maintenance. Hardscaping in these areas is made from recycled construction waste, including a gazebo with a green roof. A pathway through the area will be made out of recycled tires and the partners will host sessions to increase ESY awareness. This partnership is a tangible, successful example of major stakeholders working together to bridge the gaps among the various interests of the community.

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For additional information, please contact:

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