



FOR IMMEDIATE RELEASE

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Contact: Karen Pun, Event Coordinator
Email: Karen@theicarusfoundation.com

The Icarus Foundation Sends Canada's Travel Industry Back To School
Seamus O'Regan joins Canada's Icarus Foundation in their first industry event

The Canadian based Icarus Foundation announced it's first industry event; Back 2 School: A Re-Education on Climate Change. This social and interactive event is set to take place in Toronto on April 2, 2009 at Toronto's School Café and Bakery (<http://www.sbcto.com>). Special guest Seamus O'Regan co-host of CTV's Canada AM will join Icarus at the event to share his experiences from his recent travels to Antarctica with Students on Ice. The event will provide an opportunity for both industry professionals and travel enthusiasts alike to support The Icarus Foundation's goal of a climate neutral tourism industry. Tickets are \$40 by March 15 and \$45 after March 15 and are on sale now through the Icarus website <http://www.theicarusfoundation.com/Fundraiser.html>.

The goal of 'Back 2 School' is to raise awareness of the effects of travel on climate change. The event will also demonstrate how organizations and the industry at large can organize a truly green event, as outlined in Icarus' Green Festivals and Event Guide. Available on-line, for free at www.theicarusfoundation.com, the guide provides good practice examples, ideas and easy to use checklists to assist planners and event organizers to go green. Information in the guide also includes elements such as planning, making your event carbon neutral, engaging stakeholders as well as communicating efforts.

The Icarus Foundation is a not-for-profit environmental, policy, research and education organization focused on sustaining a climate friendly tourism industry. The Icarus Foundation provides practical information, programs and research that enables hosts and guests to minimize the greenhouse gases generated by tourism activity. The Icarus Foundation's mission is to 'To be the catalyst that helps Canada become a climate friendly tourism destination'.

For more information about climate change and tourism, visit www.theicarusfoundation.com . For more information about the event, contact Karen@theicarusfoundation.com