



***** For Immediate Release *****

THE BLOOR STREET DINER SERVES THEIR WATER GREEN

As part of the launch of Eatertainment's 'GREEN ON TAP' initiative, the iconic restaurant reduces bottled water waste and installs premium water filtration system for the greener good.

TORONTO (February 17, 2009) - Eatertainment Hospitality Inc., is proudly creating the 'Green On Tap' initiative to rally organizations in the hospitality industry to adopt a greener approach to serving water, while simultaneously, giving back to Evergreen, a national charity currently transforming the Don Valley Brick Works into an environmental community centre and national hub for urban sustainability in the heart of the Toronto ravine system.

Eatertainment's flagship restaurant - The Bloor Street Diner - will be the first restaurant to join the 'Green on Tap' program, raising \$1 from every bottle sold, which will go towards the transformation of the Brick Works.

"Being four years into our 'green the company' initiative we were looking for innovative ways to grow our environmental program and water seemed like the natural next step," says Sebastien Centner, Director of Eatertainment Hospitality. "Offering our 400+ customers a day an alternative to imported bottled water, while also supporting a very worthwhile local environmental cause, is something we are proud to be launching."

The Bloor Street Diner is the first restaurant in Canada to install this innovative Premium Water Filtration System in an effort to reduce their bottled water waste. In addition to increasing waste, storage and refrigeration costs, bottled water contributes to the carbon footprint of a business, since - depending on the brand - the water is transported from across the country, continent, or in some cases, the globe.

It has been projected that – in The Bloor Street Diner alone - this initiative will reduce the number of bottles transported by approximately 12,000 bottles each year. Eatertainment hopes that as more establishments come on-board, this number will grow rapidly, and to a staggering amount.

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The Bloor Street Diner Serves Their Water Green cont'd...

Using on-premise industry leading filtration technology, The Bloor Street Diner can offer their patrons all the options of bottled water - chilled, chilled sparkling or ambient - served in reusable bottles. Consumers can therefore rest assured they not only have the same water selections, but they can maintain their 'green' behaviours while dining out, and of course their choice will also help raise funds for a great cause.

"The idea of a green city is multi-dimensional," says Geoff Cape, Executive Director of Evergreen. "It deals with all sorts of issues ranging from how a community interacts with itself and how we as individuals behave, in our homes and in our neighborhoods, to create a healthier, greener city. Eatertainment's commitment to reducing its own carbon footprint while supporting Evergreen, is exactly the type of initiative we believe will contribute to successfully greening the city."

"Government legislation - in the case of Toronto City Council voting to ban bottled water from municipal premises by 2011- and business actions can only do so much. It's really up to the consumer to make this initiative successful", says Centner. "We hope that The Bloor Street Diner patrons will make the greener choice and opt for filtered water over bottled."

Just how pure is the premium-filtered water? The Premium Water Series filtration and dispensing system installed at The Bloor Street Diner combines an industry-leading filtration system with a commercial-grade chiller/carbonator appliance. The filtration system uses a triple filtration process to eliminate particles, chlorine tastes and odors as well as harmful cysts and other contaminants, delivering pure luxury water on demand to consumers. The filter system is NSF certified receiving the highest ratings for drinking water treatment units - Standard 42 for aesthetic effects and Standard 53 for health effects - meaning that it delivers water that not only looks good but is good for you.

Green on Tap (www.greenontap.ca)

'Green on Tap' is an initiative created to make a significant difference in reducing our collective carbon footprint by encouraging restaurants, hotels, and other food industry businesses to offer their patrons filtered water as an alternative to bottled water. Each participant in the program will also donate \$1 from each bottle sold to the 'Green on Tap' fund, which will benefit local environmental projects such as the Evergreen Brick Works. For more information on the program or to find out how you can take part please visit www.greenontap.ca

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The Bloor Street Diner Serves Their Water Green cont'd...

Eatertainment (www.eatertainment.com)

Eatertainment Hospitality Inc., founded in 1981, is one of Toronto's leading restaurant and catering companies. In an ongoing effort to lessen their environmental impact, Eatertainment Hospitality- and its related businesses- have undertaken a number of green initiatives including: seasonal menus featuring LFP (Local Flavour Plus) ingredients, the use of low emission vehicles for deliveries and the limiting of in-house delivery vehicles. To cut back on waste, they have partnered with Turtle Island Recycling that will help divert over 80 metric tons of refuse from landfills each year.

Evergreen Brick Works (www.evergreen.ca)

Evergreen is restoring Toronto's derelict Don Valley Brick Works to its proper place at the centre of the city's future. By revitalizing and reusing historic buildings and offering programming focusing on education, heritage and ecological sustainability, Evergreen Brick Works will be an environmental community centre in the heart of the Toronto ravine system. Its use of a wide range of green technologies will help make it a national hub for urban sustainability. When complete in 2010, the site will be animated with year-round programs and activities that include a native plant nursery, a seasonal farmers' market, demonstration gardens, an organic food market and kitchens, conference and event facilities, youth leadership and children's camps, family programming and youth-at-risk programs. Evergreen Brick Works is a project of Evergreen, Canada's national charity dedicated to bringing nature into public spaces, schools and homes.

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