

FOR IMMEDIATE RELEASE
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PORTLAND EXPO CENTER

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Portland Expo Center implements stringent standards to make the Energy Trust Better Living Show greenest ever

The Portland Expo Center hosts the Energy Trust Better Living Show on March 26-28, and, billed as the Northwest's largest sustainable lifestyle show, Expo is committed to doing its part to making the event as green as possible.

"We have worked hard to incorporate sustainable business practices into our operations over the last few years," said Portland Expo Center Director Chris Bailey. "With this event, we are able to raise the bar and, as our visitors learn about living green, they can be assured that event organizers pulled out all the stops to make the event green as well."

Some strategies Expo will employ are subtle to the casual observer but produce significant results in terms of reducing the show's carbon footprint. For example, all garbage receptacles will be replaced by recycling stations staffed by volunteers to assist visitors with sorting which items can be recycled or composted, such as plastic bottles, aluminum cans, glass, cardboard, paper, and food items, from those that cannot. Expo has found that despite people's best intentions, many recyclable items end up in garbage receptacles, and vice versa, when there is uncertainty about an item's content and capacity for composting or recycling.

In addition, all food waste generated by the show – food, plates, utensils and receptacle bags – will be composted off site. At the conclusion of the Better Living Show last year, a total of 5.17 tons of materials were collected and 3.71 tons were recycled, resulting in a 72% diversion rate.

More noticeable to attendees will be the reduced lighting throughout the show. All house lights will be dimmed through out the exhibit halls and exhibits will be "task lit" instead. Show promoters are also utilizing green digital technology to provide attendees with materials and resources via downloadable phone applications and access to a virtual information booth.

"We are thrilled about the green technology involved in this year's show," explains show producer Michael O'Loughlin of Blue Ocean Events. "It demonstrates that going green doesn't have to be hard work, but is actually more accessible to businesses in today's digital world."

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More information about the sustainability steps planned for the Energy Trust Better Living Show and show details can be found at www.betterlivingshow.org. Visit www.expocenter.org for information about the Portland Expo Center and its efforts to reduce, reuse and recycle.

About the Portland Expo Center

The Portland Metropolitan Exposition Center (Portland Expo Center) has served as the region's primary destination for public events and consumer shows for over 35 years. Originally constructed in the 1920s to function as the region's agriculture commodities trading destination, the 50-acre campus is comprised of buildings offering modern, multi-purpose exhibition and meeting spaces totaling 333,000 square feet. Conveniently located on the TriMet Interstate MAX yellow line, Expo offers 11 meeting rooms, professional catering facilities, parking for 2,500 vehicles and acres of outdoor exhibition space. Nearly 500,000 local and traveling visitors attend an average of 100 events each year. In Fiscal Year 2008-09, Expo generated over \$35 million in regional economic impact and \$1.3 million in state and local taxes and supported 400 local jobs.

The Portland Expo Center is owned by Metro regional government and managed through the Metropolitan Exposition Recreation Commission (MERC).

About the Energy Trust Better Show

Free to the public, the Energy Trust Better Living Show, the Northwest's largest sustainable lifestyle show, takes place Friday, March 26 from noon – 9 p.m.; Saturday, March 27 from 11 a.m. – 9 p.m.; and Sunday, March 28 from 11 a.m. – 5 p.m. at the Portland Expo Center.

The Better Living Show is designed to empower attendees to become more thoughtful consumers and lessen their impact on the environment by learning about sustainable, healthy and practical lifestyle products and services.

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