



July 19, 2012

Waterfront Development bullfrogpowers® Tall Ships Nova Scotia festival in Halifax

Waterfront Development chooses 100 per cent renewable electricity from Bullfrog Power® for the Tall Ships Nova Scotia festival

Halifax, July 19, 2012— Bullfrog Power, Canada’s 100 per cent green energy provider, is pleased to announce that Waterfront Development is bullfrogpowering Tall Ships Nova Scotia 2012 with 100 per cent renewable electricity. A provincial crown corporation that develops the waterfronts in Halifax, Dartmouth, Bedford and Lunenburg, Waterfront Development is choosing green energy for the Festival to help reduce the event’s environmental impact and support the development of renewable energy in Canada.

Through the agreement, Bullfrog Power’s generators inject clean, renewable electricity onto the grid to match the amount of power the Halifax waterfront uses during the Tall Ships Nova Scotia festival. In the Maritimes, Bullfrog sources from EcoLogo^M-certified wind farms and low-impact hydro facilities in Prince Edward Island and New Brunswick. Purchasing green electricity for the event is part of Waterfront Development’s commitment to providing clean, green and safe places and experiences on the waterfront for people to enjoy.

“Sustainability is key in our planning and practices—and therefore integrated into the organization of Tall Ships Nova Scotia. With each new project, we ask ourselves how we can minimize environmental effects in our work and leverage our profile for public education in matters of sustainability,” explains Colin MacLean, President and CEO, Waterfront Development. “Choosing green energy with Bullfrog Power is an important part of our commitment to incorporate sustainability into everything we do.”

The Halifax waterfront was the first place in Nova Scotia, and the first coastal marina in Atlantic Canada, to fly the Blue Flag, an international eco-label awarded to beaches and marinas that meet high environmental standards. On July 18, to mark the start of the Tall Ships Nova Scotia festival in Halifax, a flag raising event celebrated this achievement. Additional year-round sustainability and wellness initiatives implemented by Waterfront Development include the public spaces recycling project, options for bicycle travel, including rentals from bullfrogpowered I Heart Bikes, and active, healthy living events such as more than 30 annual community walks.

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“We applaud Waterfront Development for helping to champion sustainability in Nova Scotia,” says Tom Heintzman, President, Bullfrog Power. “Bullfrog Power is extremely pleased to be working with Waterfront Development on the Tall Ships Nova Scotia festival, combining this celebration of Maritime culture with the promotion of environmental action for a cleaner, healthier world.”

About Bullfrog Power

Bullfrog Power, Canada's 100 per cent green energy provider, offers renewable energy solutions that enable homes and businesses to reduce their environmental impact and help create a cleaner, healthier world. Bullfrog's green electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogo^M program instead of from polluting sources like coal, oil, natural gas and nuclear. A clean, renewable alternative to fossil fuel-based natural gas, Bullfrog's green natural gas is produced in Canada from biogas facilities that have met strict environmental criteria as defined by ICF International. As a Certified B Corporation, Bullfrog Power meets higher standards of social and environmental performance, transparency, and accountability. Unlike traditional corporations, Certified B Corporations are required to consider the impact of their decisions on their employees, suppliers, community, consumers, and the environment. Thousands of Canadian homes and businesses are doing their part to address climate change and air pollution by switching to green energy with Bullfrog Power. Homes and businesses can sign up easily, quickly and affordably at www.bullfrogpower.com.

About Waterfront Development

Waterfront Development is a provincial crown corporation developing the strategic potential of waterfronts in Bedford, Dartmouth, Halifax and Lunenburg. The corporation fosters the creation of waterfronts that drive economic opportunity, enhance tourism, provide experiences and reflect and protects marine heritage. Visit www.my-waterfront.ca for more information.

Contact Bullfrog Power

Jonathan McKay

Manager, Public Relations

Tel: 416.360.3464 ext 239

Email: jon.mckay@bullfrogpower.com



Contact Waterfront Development
Kelly Rose
Communications Advisor
Tel: 902.422.5115 ext 111
Email: kelly@wdcl.ca