



Toronto's 1st Green Holiday Shopping Show debuts on November 3, 2007

Holiday shopping festival that promotes kinder alternatives

Toronto, ON, October 1, 2007 -- Committed to changing the way that moms make consumer choices for their families, a grassroots team of breastfeeding and baby-wearing moms brings everyone together in a Toronto-first: an all-day holiday shopping show and community celebration with a focus on local, ethical and ecologically conscious consumer choices. *"Shopping is an inevitable part of the holiday celebrations (and life in general!), and as moms, we make most, if not all of our family's buying decisions,"* said MOM2MOM TORONTO Founder and CIO (Chief Inspirational Officer), Monique Fabregas. *"Our intention is to inspire and lead other moms into spending their shopping dollars on products and services that are kinder to our health, our planet, our local community and economy, and each other."*

The MOM2MOM TORONTO Green Holiday Shopping Show will be held on Saturday, November 3rd 2007 from 9am to 4pm at the CNIB Centre on 1929 Bayview Avenue, just north of Eglinton Avenue in Toronto. Founder Fabregas, and her team of moms, Christine Hibbard, Debra Scott and Dani Arnold have created a shopping festival that answers their own needs for healthier and more responsible choices for their families. The Show will be running on green, carbon-free power provided by sponsor, **Bullfrog Power**. As champions of the **Plastic Ain't My Bag Campaign**, the Show has a strict no-plastic bags policy and is promoting a litter-less event; Show merchants are required to provide alternate bagging methods or none at all as there will be re-usable bags available at the door. Paul Edney, Director of **We Are What We Do** (a movement that inspires people to use everyday actions to change the world) and chief of the Plastic Ain't My Bag Campaign says, *"Mom2Mom Toronto has been an amazing champion for the Plastic Ain't My Bag campaign. The whole point of the campaign is to get people thinking about the least publicized of the three R's - Reduce. We're empowering people with a simple action, communicated in a fun and engaging way to take the more sustainable route. Having convinced every retailer at the show to go plastic bag-free, Monique is really driving this message home. Her passion for making the Green Holiday Show as green as it can be is truly inspiring."*

MOM2MOM TORONTO has also thoughtfully provided little extras that will make the shopping show that much more fun and healthier for the whole family: on-site babysitting in a secured room through **Just Ducky Yonge Kids**, a comfortable breastfeeding area by presenting sponsor **Wee Welcome**, and a junk-food-free array of organic and preservative-free food & refreshments by food sponsor **Magic Oven** (who will be using only biodegradable food containers). Moms won't even have to worry about forgetting their baby food as organic baby fare will be available too through **Healthy Sprouts**. In keeping with the holiday gift-giving season, eco-friendly gift-wrapping will also be available – **Jesse's Foundation** will be wrapping gifts using minimal, recycled and natural materials.

Aside from donating a portion of the \$5 adult Show admission proceeds to **Jesse's Foundation for Music and Dance Therapy** for critically-ill children, the Show is also a testament to other deliberate acts of kindness: sponsor **Name Your Tune** is donating \$5 from every CD sold at the Show to **Jesse's Foundation** while professional clowns from **Bob the Big Kid** will offer free face-painting, balloon sculptures and kids' entertainment to help raise more funds for **the Foundation** as well; photographer **Tara Hingco** is waiving her sitting fees for photos with Santa at the Show in lieu of donations for **Jacob's Ladder** and 100% of the coat check proceeds will go to the **Canadian National Institute for the Blind (CNIB)**, an organization that has also supported Jesse and his needs from the time that he was diagnosed with retinoblastoma -- a rare form of eye cancer -- as a baby.



Also showing her support for the worthy event and cause is **Leslie Garrett**, National Award-Winning Journalist, Editor, Mom, and Author of **“The Virtuous Consumer”** and the children’s book **“Earth Smart,”** who will be on hand to give a live talk on ethical shopping, answer question and sign books. Canada’s **“Yummy Mummy”** co-creator and celebrity Mom, **Erica Ehm** will also be present to inspire moms with her message of reinvention, creativity and empowerment.

Moms can feel good while doing all their holiday shopping under one roof from over 70 booths showcasing various local, ethical, eco-friendly, organic, holistic and original products and services, including booths with the world’s best selection of environmentally-brilliant products and live information and inspiring sessions by **Borden Communications President**, eco-advocate and mother of all things fabulously green, **Lisa Borden**. Live music and entertainment, live demonstrations, including an interactive presentation from nutrition guru and healthy caterer, **Real Food for Real Kids**, will make holiday shopping a fun learning experience at the Show. Moms can also take advantage of exclusive 1-year discounts and offers from most Show merchants as well as select local, green and ethical retailers by purchasing the newly-launched MOM2MOM TORONTO GREEN VIP Card which also entitles cardholders to free Show admission for up to 2 adults.

Fabregas says that, *“At the end of the day, we want moms to remember that it does pay to shop green and locally – it’s real, honest-to-goodness feel-good shopping because you know that every dollar you spend supports a local enterprise or a local mom in business, a charity, an ecologically conscious and health-focused company and the planet.”*

When: Saturday, November 3rd 2007 (9:00am to 4:00pm)
Where: CNIB Centre, 1929 Bayview Avenue (just north of Eglinton Avenue), Toronto
Admission: \$5 per adult, in support of Jesse’s Foundation for Music and Dance Therapy
Pre-registration and VIP Card purchases: www.vipcard.mom2momtoronto.ca

For more information, please contact:

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MOM2MOM TORONTO is a public advocate for moms and moms in business, and healthier family living. Committed to leading by change, MOM2MOM TORONTO platforms, events and fundraisers demonstrate best practices in ethical business and environmental & social consciousness. Founder Monique Fabregas is an aspiring martial artist and excommunicated architect who lives in Toronto with her husband, daughter and their 2-year-old fish.