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Local School Embraces Environmental Sustainability with a Responsible Fundraising Program

Great Lakes Public School in Brampton, Ontario is committed to environmental responsibility and sustainability. The school is already a certified EcoSchool, in recognition of their commitment to educational programs that address how schools are run and what the students learn. The school's Environment Club on Patrol has an action plan that focuses on: educating and establishing energy conservation habits for staff and students; promoting litterless lunches; operating a community recycling site for household waste; greening the school yard; educating students about human impact on the environment; sending 350 students to the Leadership Now Eco-Conference; and working with the City of Brampton to learn about environmental issues at a municipal level.

The local school is now taking a further step forward in its commitment to environmental sustainability with their newest responsible fundraising initiative – the first of its kind in the Brampton area! In partnership with Georgetown, Ontario's Fundtastic Fundraising, Great Lakes Public School is proud to introduce Nature's Treasures 100% all natural Belgian chocolate as a responsible fundraising choice. With cacao sourced from the Rainforest of Costa Rica, Nature's Treasures all natural chocolate is the first chocolate in Canada to receive Rainforest Alliance certification. Each 50-gram bar contains all natural ingredients and features outer packaging that is recyclable and reusable.

Each Rainforest Alliance certified farm has been certified based on a strict set of criteria to reduce their environmental footprint. Under the auspices of the Sustainable Agriculture Network, the Rainforest Alliance works with farmers to ensure compliance with standards for protecting wildlife, wild lands, workers' rights and local communities. Only farms that meet these rigorous standards are awarded the Rainforest Alliance Certified seal. Rainforest Alliance certification means less water pollution, less soil erosion, reduced threats to the environment and human health, protection of wildlife habitat, less waste, less water use, more efficient farm management, improved conditions for farm workers, improved profitability and competitiveness for farmers, and more collaboration between farmers and conservationists.

Nature's Treasures all natural chocolate also responds to the need for responsible and healthy snacking choices in our homes and school communities. In response to the province of Ontario's recent trans fat legislation, all five flavours of Nature's Treasures 100% pure chocolate meet Ministry guidelines for healthy eating, are kosher, gluten free, and peanut and nut free.

Fundtastic Fundraising is committed to responsible fundraising: socially, environmentally, within our schools, our communities, and personally.

As a further testament to environmental responsibility, Fundtastic Fundraising has recently partnered with Tree Canada, a charitable organization that is committed to improving our quality of life by planting and caring for trees. Tree Canada partners with local volunteers and businesses to help us understand the economic and environmental value of trees. Tree Canada's goal is to leave a living, breathing legacy by planting trees across Canada.

Great Lakes Public School will be the first school in the Brampton area to benefit from Fundtastic Fundraising's support of Tree Canada. Fundtastic Fundraising will supply one tree kit procured from Tree Canada for every collective selling unit of Nature's Treasures chocolate sold. Great Lake Public School can use these tree kits as part of their school yard greening initiative, in support of Earth Month.

When asked about Great Lakes' commitment to environmental and social responsibility, school principal Connie Stella replied, "becoming an EcoSchool is a goal we are all very proud of at Great Lakes. We believe engaging our students, staff, and community in addressing environmental issues is an important responsibility and everyone can **become ECO-logical!** Together we can make small changes that will have a large scale, positive impact on our environment!"

Great Lakes Public School, the Rainforest Alliance, Tree Canada and Fundtastic Fundraising are proud to be working together on this unique fundraising program as part of a responsible ecological chain that supports our communities, our schools and our environment.

Great Lakes Public School, part of the Peel District School Board, will be launching their environmentally responsible fundraising program on Thursday, February 5th with an in-school assembly for staff and students.

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For further information and media enquiries, including interviews and photographs, please contact:

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