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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

January 31, 2011

**FCM Annual Sustainability Conference to be held in Victoria, B.C.,
February 8–10, 2011**

OTTAWA – The Federation of Canadian Municipalities’ (FCM’s) Sustainable Communities Conference and Trade Show will be held in Victoria, B.C., in partnership with the Capital Regional District, from February 8 to 10, 2011.

The 2011 Conference, “Embracing Change for Sustainability: Innovative Governance, Partnerships and Financing,” is expected to attract more than 500 delegates from all parts of Canada. The conference offers municipal leaders and sustainability practitioners a unique learning and networking experience considered invaluable by past participants.

Conference information, including the program, updates, schedule and speakers’ biographies are available at www.fcm.ca/scc.

Location: Victoria Conference Centre, 720 Douglas Street, Victoria, B.C.

Twitter: Join the conversation. Follow our official hashtag #SCC2011.

Program highlights:

<i>Tuesday, February 8</i>		
8:30–9:10 a.m. PST	Opening ceremony	Salon A/B and <u>Live Webcast</u>
9:15–10 a.m. PST	Keynote address by <u>Gil Peñalosa</u> , executive director, 8-80 Cities	Salon A/B and <u>Live Webcast</u>
10:15–11:45 a.m. PST	West Coast Mayors Panel on Green Innovation Plenary (mayors of Victoria and Vancouver, B.C., and Seattle, Washington)	Salon A/B and <u>Live Webcast</u>
5:30–7:30 p.m. PST	Sustainable Community Awards Reception and Ceremony (winners will be announced in nine categories)	Pre-function Area and Lecture Theatre
<i>Wednesday, February 9</i>		
8:45–9:30 a.m. PST	Keynote address by Sadhu Johnston, deputy city manager, City of Vancouver	Salon A/B
1:00–1:45 p.m. PST	Keynote address by Amelia Shaw, manager, public consultation and government programs, TransLink,	Salon A/B
<i>Thursday, February 10</i>		
8:45–9:45 a.m. PST	Keynote address by Peter M. Senge, author and senior lecturer, Massachusetts Institute of Technology	Video conference in Salon A/B
11:45–1:15 p.m. PST	Keynote address by <u>Mark Anielski</u> , economist and author of <i>The Economics of Happiness: Building Genuine Wealth</i>	Salon A, B and C

Media access:

All media are asked to report to the media room (Sidney Room, 2nd Floor) to collect a conference pass. Identification or proof of assignment will be requested. For advance registration or to arrange an interview, please contact Maurice Gingues, FCM media relations officer, 613-907-6399, mgingues@fcm.ca, or Katie Josephson, City of Victoria, 250-361-0210 or 250-217-8343 (mobile), kjosephson@victoria.ca.