

# MEDIA ADVISORY



## MEDIA ADVISORY - FIRST EVER NATIONAL SUSTAINABLE URBAN TRANSPORTATION STUDY RANKS 27 CANADIAN CITIES

**DATE:** Friday, September 21, 2007  
**TIME:** 10:30 am  
**PLACE:** Pacific Rim Meeting Room (R Level)  
Pan Pacific Hotel  
999 Canada Place  
Vancouver, British Columbia

On Friday, Sept. 21, 2007, GreenApple Canada and the Sauder School of Business at the University of British Columbia will announce the winner of the first ever national sustainable urban transportation ranking study of Canadian cities. GreenApple Canada is the Appleton Foundation's education and information program helping Canadian cities enhance public health while reducing greenhouse gas emissions.

The GreenApple Canada study ranks Canada's 27 largest metropolitan areas in terms of: **transportation policy** (public transit infrastructure and ridership); **air quality** measures such as ozone and carbon dioxide emission levels; **public policies** such as anti-idling laws and trip reduction programs; and **technology adaptation** such as the total number of hybrid or alternative fuel vehicles (AFVs) in public transit and municipal fleets. The study provides a basis for the public to assess progress made by Canada's cities on sustainable transportation policies.

On hand for interviews will be:

- **Barry Appleton**, National Director, GreenApple Program – A lawyer who's one of North America's leading experts on NAFTA, Barry is Chairman of the Appleton Charitable Foundation and National Director of the GreenApple Program.
- **Daniel F. Muzyka**, Dean of the Sauder School of Business, where he is the RBC Financial Group professor of entrepreneurship.
- **James Tansey**, W. Maurice Young Chair in Business Ethics at the Sauder School of Business at UBC, and assistant professor, organizational behaviour and human resources division.

For more information, visit [www.appletonfoundation.org](http://www.appletonfoundation.org) and [www.sauder.ubc.ca](http://www.sauder.ubc.ca).

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