

EVERGREEN LAUNCHES CANON'S TAKE ROOT PROGRAM

Canon helps empower Canadians to green urban space with new \$150,000 grant program

MISSISSAUGA, ON., April 30, 2012 – Evergreen is excited to announce the launch of Canon's Take Root Program, a community tree planting and greening initiative sponsored by Canon Canada and led by Evergreen. Canon's Take Root Program, presented by Evergreen, will provide a \$5,000 grant and a PowerShot digital camera to 30 local groups across Canada every year for the next three years.

Canon's Take Root Program aims to add more than 7,500 trees to the Canadian urban landscape annually and encourage community engagement in public spaces through native tree-planting events, invasive-species removal and other community stewardship, monitoring and developmental activities.

"Evergreen is committed to providing tools and resources that both inspire and enable Canadians to bring nature back to their cities," said Geoff Cape, Executive Director Evergreen. "We believe that stewardship and restoration projects don't just enhance local biodiversity and wildlife habitats, they also reconnect people with nature and improve the quality of life in their communities. We are excited to be partnering with Canon Canada for the next three years to take this commitment forward."

In addition to Canon's financial support, the shortlisted groups can count on support from Evergreen to implement their projects which need to include at least one native tree-planting event around National Tree Day celebrations on September 26 2012.

"Our corporate philosophy of kyosei – living and working together for the common good – dictates that we work in harmony with others to ensure long term sustainability," said Colleen Ryan, Senior Director of Corporate Communications and General and Environmental Affairs at Canon Canada. "As an organization that uses paper throughout its operation and is dedicated to environmental sustainability, Canon's Take Root Program presented by Evergreen will continue our tradition of supporting environmental initiatives that have a positive impact on the Canadian landscape."

Applications are being accepted from April 27 to May 25, 2012. For more information about Canon's Take Root Program, presented by Evergreen, please visit: www.evergreen.ca/en/funding/grants/canon.sn. For all the other programs conducted by Evergreen, please visit: <http://www.evergreen.ca/en/funding/grants>.

About Evergreen:

Evergreen is a national not-for-profit organization that makes cities more livable. By deepening the connection between people and nature, and empowering Canadians to take a hands-on approach to their urban environments, Evergreen is improving the health of our cities—now and for the future. In 2012, Evergreen, with the support of its various donors and sponsors, will be providing more than \$905,000 in grants to community and school greening projects.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Canon Inc. has been among the top four US patent recipients since 1994.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital cameras and lenses; medical imaging equipment, semiconductor, broadcast and other specialized industrial products. Canon Canada is dedicated to its *Kyosei* philosophy of social and environmental responsibility.

For more information, visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

For more information, please contact:

Anthony Westenberg
Evergreen Communications
416-596-1495 x 332
awestenberg@evergreen.ca

Wayne Doyle
Senior Manager, Corporate Communications
Canon Canada Inc.

(905) 565-4598
wdoyle@canada.canon.com

Riddhi Gandhi
Account Manager
Edelman Canada on behalf of Canon
416-849-8918
riddhi.gandhi@edelman.com