

## CANON BRANCHES OUT ACROSS CANADA

*Canon employees dedicate part of their work day to the environment*

**MISSISSAUGA, ON., October 1, 2015** - Canon Canada has kicked off its Second Annual Canon Branch Out program. Branch Out is Canon's signature social responsibility program that supports environmental projects and the organization's *kyosei* philosophy, where all people harmoniously live and work together into the future. This year's theme for the Canon Branch Out program is #ReadySetGrow.

Through sun, wind, rain or even snow, Canon Employees will dedicate three hours of their work day to showcase their commitment to our environment and make a difference in the communities where they live and work through various tree planting projects.

Canon has partnered with Evergreen, a national organization dedicated to greening urban spaces, to help support and facilitate 18 tree planting events across Canada from Victoria to Quebec City.

In 2014, more than 20,000 trees were planted and 50,000 cubic metres of invasive species, Canada's greatest threat to plant and wildlife, were removed through the Canon Branch Out program.

Funding for the Canon Branch Out program was provided by Canon's Clean Earth Campaign Fund. Introduced by Canon USA in 1990, the Clean Earth Campaign leads the company's recovery and recycling of Canon toner cartridges. All parts used to create toner cartridges are broken down through a sophisticated closed loop recycling process and reused to manufacture new toner cartridges. Sales proceeds of recycled materials are used to fund various environmental programs, charities or initiatives.

### **About Canon Canada Inc.**

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its *Kyosei* philosophy of social and environmental responsibility.

For more information, please visit: <http://canon.ca> or follow the company on Facebook, Twitter or Instagram using @CanonCanada.

### **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. Last year 9015 volunteers dedicating 38,000 hours, planted 24,880 native plants and trees, supported over 35 events and projects and 71 markets, strengthening communities and connecting people with nature.