



Car Heaven rewards Canadians for thinking of the environment and recycling their older vehicles properly

TORONTO – September 19, 2011 – Car Heaven is challenging Canadians to consider the age of their cars and the effects they have on the environment and their wallets. Summerhill Impact's national Car Heaven program is Canada's only end-of-life vehicle program, dedicated to rewarding and enabling car owners to get their 2003 and older, polluting vehicles permanently off the road. When Canadians send their old, higher polluting vehicles to Car Heaven and adopt a lower-impact transportation mix into their daily lives, they can make a huge impact by supporting a Canadian charity, reducing their impact on the environment, saving money, and supporting local green businesses.

"Most people don't realize that 2003 model year and older vehicles can produce up to 39 times more smog-forming pollutants than cars manufactured today," said Fatima Crerar, Summerhill Impact. "That's why we are encouraging Canadians to retire these cars early and permanently remove them from our roads by offering Car Heaven: a rewarding, free and convenient program to participate in."

The program benefits Canadians not just by protecting the environment; it also supports charities across the country. Canadians who participate will receive a suite of rewards that includes a charitable tax receipt from their selected Car Heaven charity partner, an alternative transportation incentive (where available), the guarantee that their vehicle will be recycled in an environmentally responsible manner, and a free tow (valued at up to \$200).

Since its launch in 2000, Car Heaven and its program partners have retired more than 123,500 vehicles, resulting in a reduction of almost 5,000 tonnes of smog-forming emissions and generating more than \$3,600,000 for its affiliated charities. Car Heaven is constantly adding rewards and incentives for Canadian participants and encourages all sustainable transportation providers – including transit authorities, bike retailers, car-share providers, and vehicle manufacturers and retailers – to join us in this initiative.

"Car Heaven is supporting green business growth in the Canadian economy and dedicated to using only auto recyclers who comply with the environmental process guidelines," said Steve Fletcher, Managing Director of the Automotive Recyclers of Canada (ARC) "Environment Canada and ARC developed the Canadian Auto Recyclers' Environmental Code that all recyclers participating in the program must follow."

By sending vehicles to Car Heaven, Canadians will ensure their cars will be recycled responsibly through the Canadian Auto Recyclers' Environmental Code, a process ensures that materials such as oil, gasoline, refrigerants, mercury switches and tires are removed from vehicles prior to scrappage. Recyclers that work with Car Heaven reuse and recycle over 80% of vehicles and ensure the remaining materials are responsibly disposed of. To learn more about the program visit www.carheaven.ca.

About Summerhill Impact

Summerhill Impact is a national not-for-profit environmental organization that has designed and delivered many of Canada's most successful public engagement programs. We strive to make better environmental choices easy for consumers, allowing them to contribute to a sustained, positive, and measurable impact on the environment.

About ARC

Formed in 1997 as an "association of associations", the Automotive Recyclers of Canada (ARC) is the national voice of the automotive recycling industry, providing a forum for the channeling of information and addressing Canada wide concerns.

For more information, please contact:

Nina Kalos, Optimum Public Relations, 416-306-6624, nina.kalos@cossette.com