

# Mom, Where do apples come from?

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fresh air,  
fresh thinking.

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THE TORONTO STAR  
Posters promoting Ontario's greenbelt, which stretches from Niagara to Peterborough, are meant to highlight the importance of the area.

# Ad campaign promotes Ontario's 'greenbelt'

What produces food, cleans the air and feeds local streams with fresh water? If you answered Ontario's greenbelt, you are almost alone.

Only 1 per cent of people polled in southern Ontario are aware of the 720,000-hectare arc of rolling countryside that stretches from Niagara to Peterborough, according to the Greenbelt Foundation, an arms-length body created by Ontario to promote the area.

"Awareness of the greenbelt is quite small," said Burkhard Mausberg, the foundation's executive director. "Our role is to see that more people use it, enjoy it and see the benefits."

And fight to keep it, if necessary. "Right now the greenbelt is protected by legislation," Mausberg said of the Liberal government's initiative to curb urban sprawl in southern Ontario. "But it's possible a future government might consider taking that away."

The foundation's push to build awareness and public support begins this week with a

12-week campaign that kicks off with radio, newspaper, magazine and TTC ads.

The Ministry of Transportation is helping out with four highway signs announcing the greenbelt, where it intersects the QEW, Highway 400, Highway 7 and Highway 401.

The \$1.5 million ad campaign is part of a \$25 million provincial grant expected to sustain the foundation for about six years.

All the ads and promotional material will feature a greenbelt logo, created by Bruce Man Design, that changes colour with the seasons and can also work as a flag, a road sign, or a T-shirt.

"This is the biggest client we've ever had — it's 30 miles deep and 500 miles long," said Kevin Sugden, lead designer for the logo. "It's so apparent and so invisible. It doesn't have an edge and you have no sense of scale."

Sugden, whose team created the logo in just three weeks, was shocked to learn so few people know about the greenbelt. And he hopes the promotional campaign will help people better

understand its importance. "We're not inventing something new. This is simply a way of being able to recognize and promote things that are familiar to us — like a Macintosh apple or a walk in the Elora Gorge," he said of the logo.

Other initiatives being considered by the foundation include labels for wine and food products grown in the greenbelt and a grant program to help non-profit groups develop hiking trails and other recreational opportunities in the area. Money will also be available for school trips, community fairs and forums, Mausberg said.

The foundation has a website (www.ourgreenbelt.ca) and hopes to partner with the tourist industry to promote spas, wine tours, camping, skiing and other activities.

"But even the urban dweller, who doesn't use the greenbelt daily, weekly or ever, will benefit from the greenbelt's fresh food, clean air and water," Mausberg said.

Toronto Star

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