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FOR IMMEDIATE RELEASE

**FREEMAN AUDIO VISUAL CANADA ACHIEVES NEW MILESTONE
IN SUSTAINABLE EVENT STANDARDS**

WHISTLER, BC – December 8, 2015 – In partnership with Tourism Whistler and the [Whistler Conference Centre](#), Freeman Audio Visual Canada has recently become the first AV company in the country to achieve Level 1 APEX/ASTM sustainability certification.

APEX is spearheaded by the US Environmental Protection Agency and its relationship with the Green Meeting Industry Council. Standards were developed in collaboration between APEX and ASTM (an ANSI-certified international standard development organization). The standards are referred to as the APEX/ASTM Environmentally Sustainable Event Standards. There are nine independent standards, relative to meetings and events. Each standard is comprised of eight environmental impact areas including staff management and environmental policy, communications, waste, energy, air quality, water, procurement and community partners.

Freeman Audio Visual Canada has been influential in implementing sustainable operational and event practices for several years. Recognized by the industry with InfoComm International's Sustainable AV Technology Award in 2010 and 2014, the company also achieved REfficient's Waste Diversion Champions Master Level twice for diverting between 10,000 and 99,999 pounds from landfills in 2014 and 2015.

"Freeman has a reputation as a responsible leader in the audio visual industry, due in no small part to its invaluable business relationships," said Kevin MacKillop, National Director of Operations, Freeman Audio Visual Canada. "We are fortunate to be the in-house audio visual provider to facilities like the Whistler Conference Centre which prioritize green-meeting options and help us to meet our sustainability goals."

Tourism Whistler led the certification process achieving a level 1 certification in the following four standards: Meeting Venue, Food and Beverage, Destination, and Audio Visual.

"We celebrate this achievement with Freeman Audio Visual Whistler, the conference centre and the entire resort," said Karen Goodwin, Tourism Whistler's Vice President of Market Development and Sales. "The certification offers event organizers added assurance that they are working with proven leaders in sustainability."

About Freeman Audio Visual

As part of the world's largest brand experience organization, Freeman Audio Visual uses the power of technology to make meaningful connections with a multitude of audiences through the production of meetings, conventions, special events and trade shows. Freeman invests heavily in maintaining and growing its stable of state-of-the-art technology around the world. Freeman Audio Visual provides a full range of services to support the way audiences engage with content as the landscape continues to change.

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AUDIO VISUAL | CANADA

Freeman Audio Visual has a deep, rich history of success and has received numerous awards recognizing its outstanding performance in technical, staging, corporate social responsibility, sustainability, customer service excellence and partnerships. Together with its customers and partners, Freeman Audio Visual will continue to serve clients throughout North America and the rest of the world through its growing global network. For more information, visit www.freemanav-ca.com.

About Freeman

Recognized by *Advertising Age* as the world's largest brand experience company, Freeman uses the power of integrated digital and live brand experiences to move markets, connect people, support growth and generate revenues for the world's leading companies and associations. Freeman derives insights that help define program strategies, target key audiences, deliver meaningful messages and drive revenues and results. Through its expansive network of offices, talent and global partnerships, Freeman has the reach and access that is unmatched in the industry. A family- and employee-owned company, Freeman is known for its stability, strength, customer service mentality and its success over its 87-year history. A values-driven company with a strong and purpose-built culture, Freeman is dedicated to making meaningful connections with audiences. This is accomplished through a process of continuous innovation and improvement. Freeman produces more than 4,300 expositions annually and 11,000 other events worldwide. Freeman has been awarded multiple consecutive J. D. Power awards for its Customer Call Center. For more information, visit www.freemanco.com.

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