



TOWN OF
Newmarket
presents



NOREEN

& the story of a green town



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It's more than recycled paper



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Rodeo

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The Story of a Green Town is a limited edition storybook written and designed by
the Corporate Communications department of the Town of Newmarket in 2008.

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Designer: Grant Kelk
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There are many stories one could tell about the Town of Newmarket. Stories of Newmarket as a character community, stories of Newmarket as a growing town and stories of Newmarket just being *well* beyond the ordinary in general! However, the easiest story to tell – the most impressive story right now perhaps – is that of Newmarket as a green town.

Home to anti-idling and pesticide bylaws, the green bin program, smart commutes in smart cars and Canada's most environmentally-friendly subdivision, Newmarket is the perfect home for the story's environmental heroine Noreen!

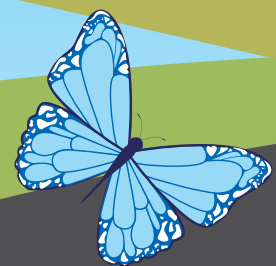
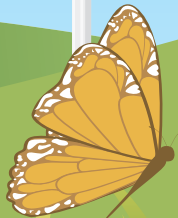
So take a journey with Noreen through Newmarket and discover the story of a green town! To learn more about the green initiatives Noreen discovers and the friends she meets along the way turn to the back of the book.



There once was a smart girl named Noreen
Whose absolute favourite colour was **green**
She didn't like red, yellow, purple or brown
And she lived in a very nice - very **green** town.



Welcome to
Newmarket



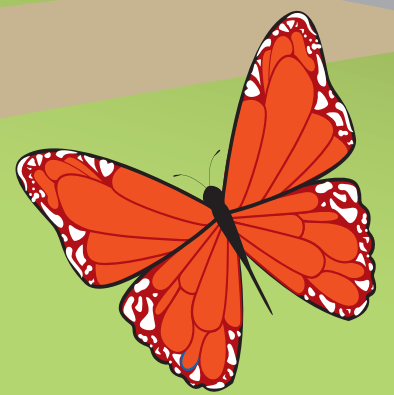
Noreen – she had many quite wonderful pals
Like Lucy the ladybug and her other bug gals
And Binny the **green** bin and Beetle the car
Plus their small little smart friend who was really a star!

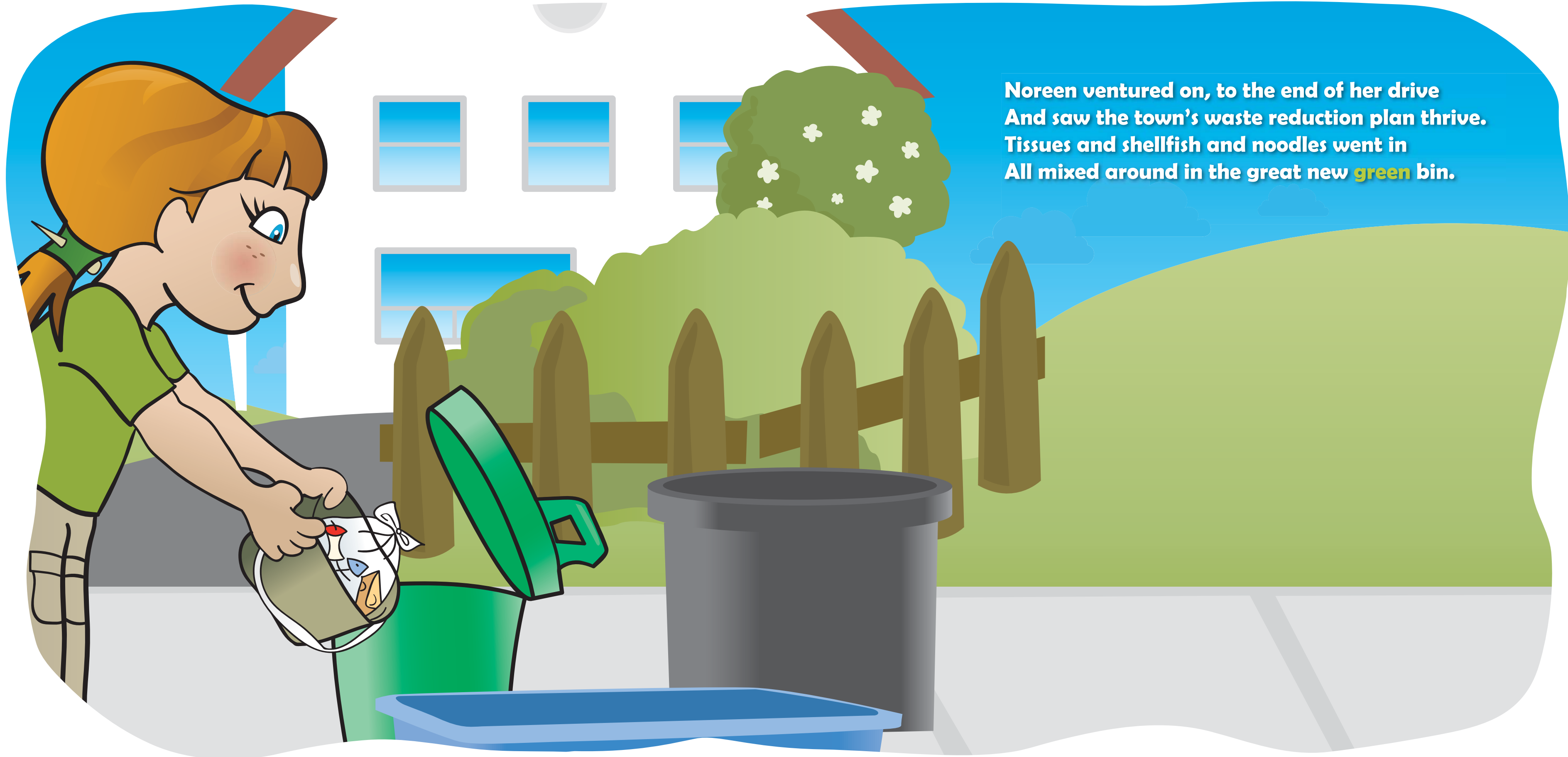


Noreen woke up early each day - right at dawn
And went out and walked on her very **green** lawn
Noreen loved to garden with great passion and glee
And she loved that her garden was pesticide free.



“It’s good to keep yards at their natural bests”
“And I can get rid of all types of bad pests”
Lucy boasted and bragged with great swagger and pride
That Newmarket’s bylaw is **not** pro-pesticide.



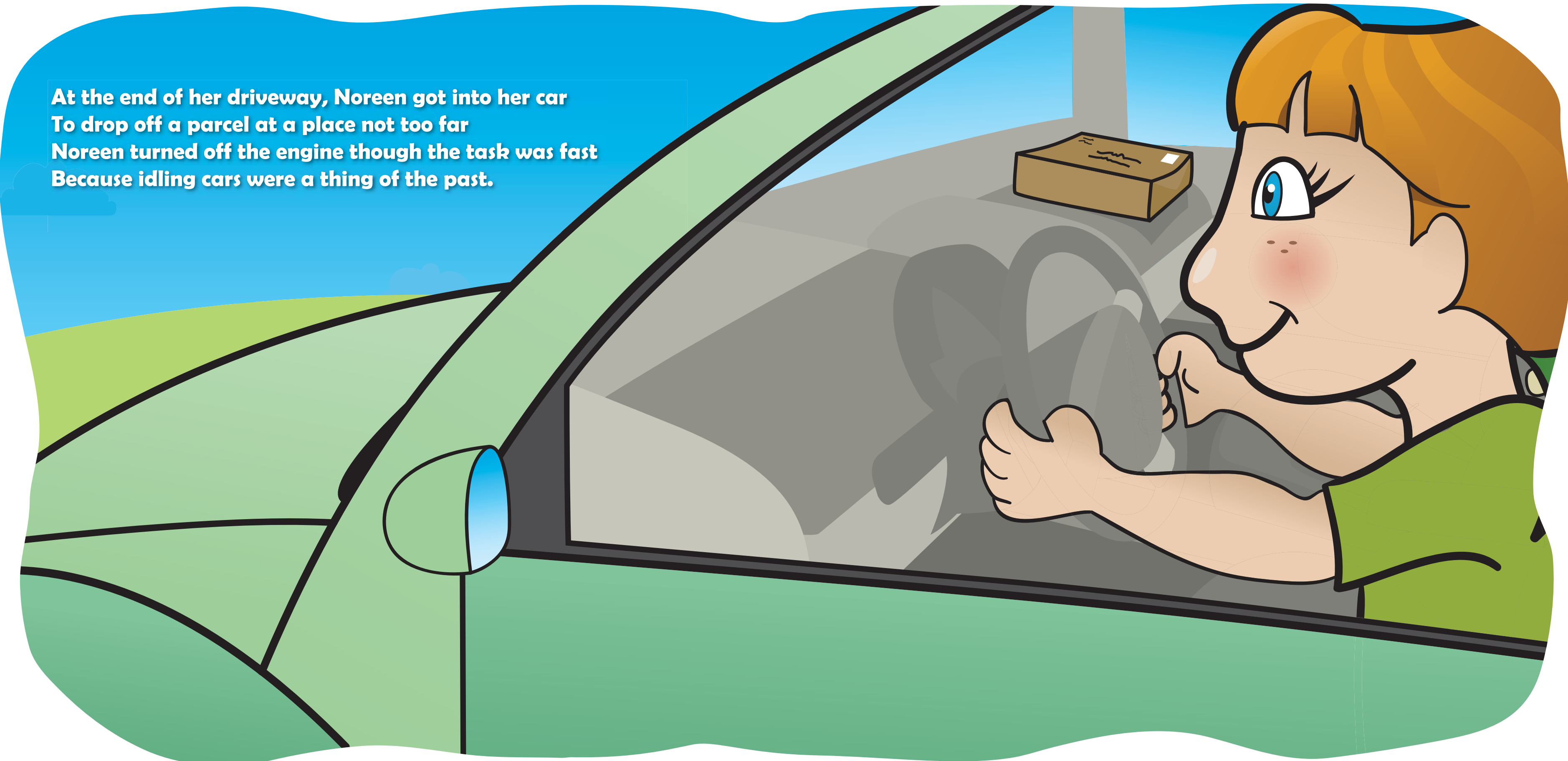


Noreen ventured on, to the end of her drive
And saw the town's waste reduction plan thrive.
Tissues and shellfish and noodles went in
All mixed around in the great new **green** bin.

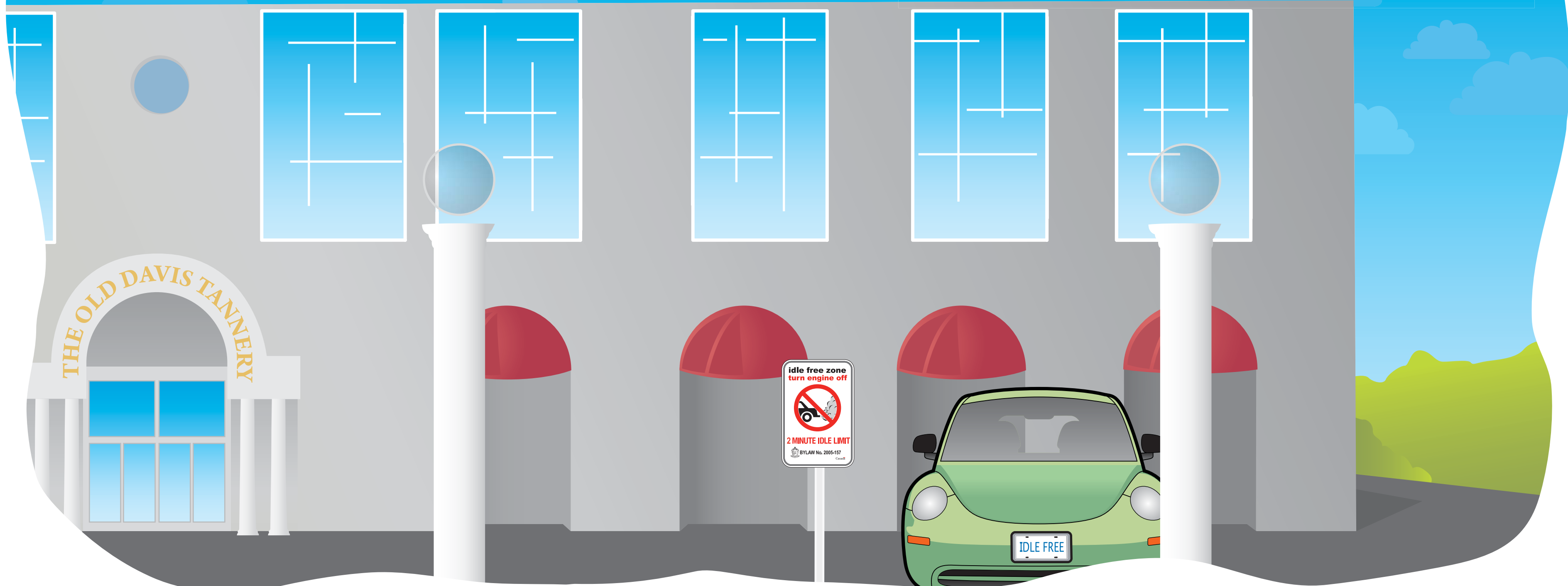
Binny was thrilled that the town liked his plan
And Noreen, being **green**, was quite a big fan
By sorting the garbage the town made quite a dent
In diverting landfill waste by 65 whole per cent!

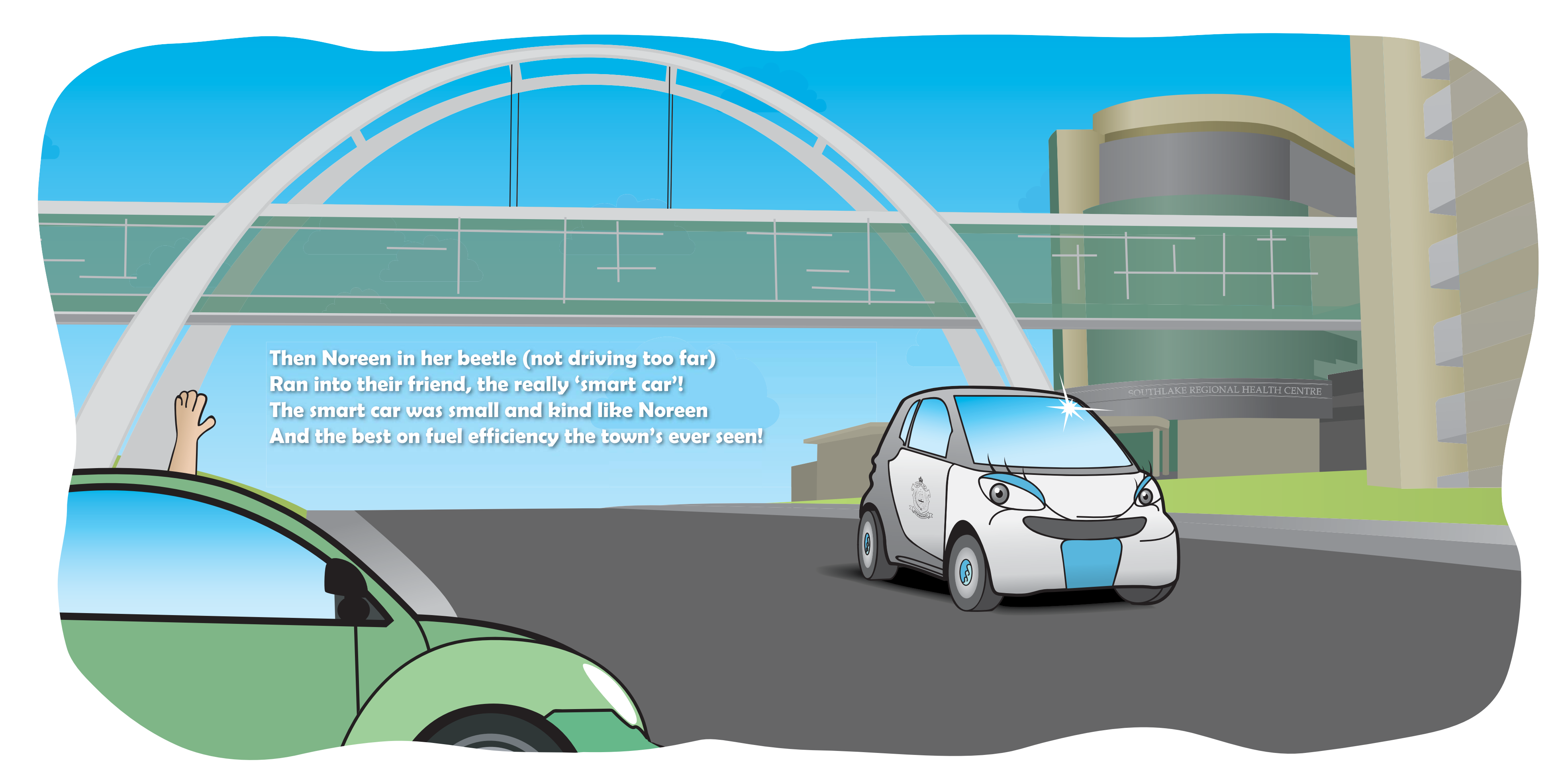


**At the end of her driveway, Noreen got into her car
To drop off a parcel at a place not too far
Noreen turned off the engine though the task was fast
Because idling cars were a thing of the past.**



**The Beetle really wanted idling habits to break
To stop your car fully for the time it would take
To sit in a drive-thru or warm up your hands
And show 'Idle free' is where Newmarket stands!**





**Then Noreen in her beetle (not driving too far)
Ran into their friend, the really 'smart car'!
The smart car was small and kind like Noreen
And the best on fuel efficiency the town's ever seen!**

Along with the smart car there was smart commute too
Which had Noreen carpool with her **green**-thumbed friend Lou
Driving together seemed quite the solution
For clearing the town of unneeded pollution.



So around the **green** town did Noreen ever roam
Before checking out Lou's new EcoLogic home.
Noreen was so **green**, and proud she was very
To live in a town *well* beyond the ordinary!

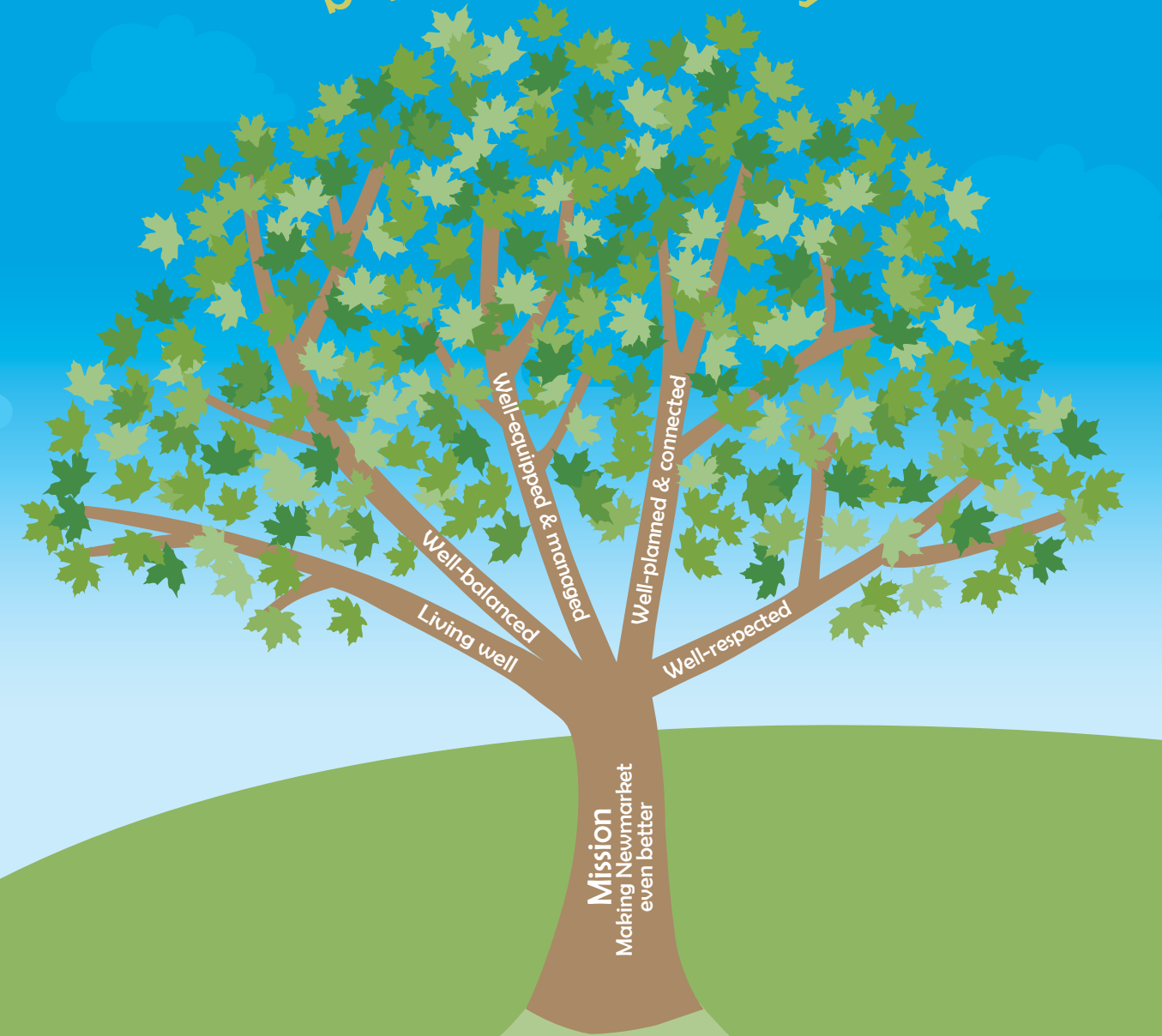
Rodeo
FINE HOMES

Canada's
Greenest
Homes



Newmarket's Vision:

*a community well
beyond the ordinary*



Since early 2006, Newmarket has become a leader in environmental sustainability in Ontario and Canada. Through a cast of eco-conscious characters, Newmarket's many environmentally-based bylaws came to life and residents were called to action to make the town a clean, green community.

Lucy the ladybug, the Town's anti-pesticide mascot, landed in Newmarket to inform residents of the anti-pesticide bylaw that prohibits the use of pesticides for commercial and cosmetic use starting in September 2008. Lucy informs citizens of the negative environmental and health affects of chemical pesticides and offers various organic recipes, tips and tricks for avid gardeners to try!

Binny the Green Bin is already a well known character to Newmarket residents. Binny arrived in Newmarket in September 2007 introducing a new stream of waste disposal – source separated organic waste also know as the green bin program. Binny has helped the Town increase the amount of waste diverted from landfill to 65% from 34% before the green bin came to town. Newmarket is one of the highest diverters of waste in Canada.

Beetle the Bug is the Town's first environmental character designed to promote Newmarket's anti-idling bylaw, which went into effect in 2006. Beetle encourages drivers in Newmarket to break the habit and be idle free by following the bylaw and turning off the engine if parked for more than two consecutive minutes. Beetle helped to spread the word that excessive idling causes air pollution, which is harmful for the environment and can cause health problems like asthma.

The Smart Car was a smart choice for the Town of Newmarket, which currently uses the environmentally-savvy car as a parking enforcement vehicle. The fuel efficient smart car also reduces carbon dioxide emissions by more than half compared to the average vehicle, reducing air pollution and helping the Town promote the green alternative!

Along with the smart car, the Town of Newmarket embraced the **Smart Commute** program in 2006 in the Town's Municipal Offices. The Smart Commute program is designed to encourage more environmentally-friendly alternatives to transportation. Since the programs inception, the number of automobile trips to Town offices reduced by 1,000 and 11.7 tonnes of carbon dioxide was prevented from entering the environment in the first five months! Like Noreen and Lou, staff members carpoled, walked, biked or took public transportation to work, demonstrating how easy taking the environmental route can be!

Lou's **EcoLogic home** is located in the greenest subdivision in Canada! Built by Rodeo Fine Homes, the EcoLogic subdivision on Mulock Drive will have 34 green houses, which will be built to the Platinum standard of Leadership in Energy and Environmental Design (LEED). The houses will use 25% less fresh water, produce 60% less greenhouse gas emissions, use 60% less energy and leave 65% less waste during construction compared to average homes. In 2006, the Town partnered with Rodeo Fine Homes so that Newmarket would become the home of the most environmentally-progressives subdivision in Canada! As part of this partnership, Rodeo agreed to sponsor the Town's first environmental storybook.

