



## NEWS RELEASE

### **BENNY FARM CELEBRATES WIN OF TWO PRESTIGIOUS INTERNATIONAL HOLCIM AWARDS AND RECEIVES A \$3 MILLION GRANT FROM THE GREEN MUNICIPAL FUND**

**May 11, 2006, Montreal, PQ** – Today, partners and supporters of the Green Energy Benny Farm project celebrated the recent Bronze win by project architects L'OEUF (*l'Office de l'éclatisme urbain et fonctionnel*) – Pearl Poddubiuk et associés, in partnership with the firm of Martin Roy et Associés at the international Holcim Awards in Bangkok, Thailand. Their earlier success in winning the Holcim Awards' Gold prize for North America qualified them as finalists for the global competition. In Canada, the Holcim Awards are supported by St. Lawrence Cement, a company of the Holcim Group.

"I congratulate the Green Energy Benny Farm project winners and applaud St. Lawrence Cement for its support of the Holcim Awards in Canada," said Helen Fotopulos, City of Montreal Executive Committee Member, responsible for the environment, parks, green and blue spaces, Mont-Royal and the status of women. "The world's great cities are facing tremendous new challenges today. Cities are key partners in sustainable community development and this project, supported by FCM's Green Municipal Fund, is helping Montréal assert itself as a great metropolis."

"The Green Energy Benny Farm project is now recognized globally as a model of sustainable construction, said Philippe Arto, President and Chief Executive Officer of St. Lawrence Cement. "I believe that this Montreal-grown approach will become a benchmark in urban development and will be an inspiration to creative minds around the world."

At the event, City of Montreal Councillor Michel Prescott, representing the National Board of Directors of the Federation of Canadian Municipalities (FCM), and Senator Andrée Champagne, representing the Honourable Gary Lunn, Minister of Natural Resources Canada, announced a Green Municipal Fund grant of \$3,091,100 to help Green Energy Benny Farms accomplish the work of 'greening' the 187 renovated and newly constructed units.

"FCM is pleased to support this project," said Councillor Prescott. "Sustainable community planning is the key way for communities to secure their future growth and progress. GMF projects maximize environmental, social and economic benefits and lay the groundwork for sustainability at the local level."

The Government of Canada has endowed the Federation of Canadian Municipalities with \$550 million to establish and manage the Green Municipal Fund. The Fund supports partnerships and leveraging of both public and private sector funding to reach higher standards of air, water and soil quality, and improve climate protection.

"Through the Green Municipal Fund, the Government of Canada is demonstrating its commitment to clean land, clean air, clean water and clean energy. Municipalities and private sector partners are vital as we work together to develop a made-in-Canada strategy for responsible development," said Senator Andrée Champagne. "Benny Farm is an innovative example of

responsible community investment that will help deliver real change and real results for its residents.”

Jeanne Mayo, President of Chez-soi (Notre-Dame-de-Grace) stated: “It is estimated the FCM funding will enable three housing projects to share substantial environmental benefits by eliminating 313 tonnes of greenhouse gas emissions, conserving 6,700,000 litres of potable water, and diverting approximately 15,200,000 litres of waste water per year. In addition, Chez-soi and the Habitations communautaires de Notre-Dame-de-Grâce (HCNDG) Benny Farm affordable housing initiative, will achieve Leadership in Energy Efficiency Design (LEED™) Gold rating, and the Zone of Opportunity (ZOO) housing cooperative will achieve LEED™ Silver rating.”

Canada Lands Company worked in close collaboration with the local community to come up with a redevelopment plan to meet the diverse housing and service needs of the local population. The master plan, designed by Saia Barbarese Topouzanov, maintains the garden-city concept of the original complex while providing greater density and housing diversity.

“We are particularly proud of the prize awarded to project architects L’OEUF and their partners for their innovative work and exceptional contribution to the rebirth of Benny Farm. Our organization works closely with the community, local groups and many partners to transform Benny Farm into an exemplary neighbourhood in Notre-Dame-de-Grâce and the City of Montreal,” said Jim Lynes, President and CEO of Canada Lands Company. “This prestigious prize adds to the recognition the Benny Farm redevelopment has earned to date and confirms that we are on the right path.”

– 30 –

For information:

**Chez-soi (Notre-Dame-de-Grace)**  
Jeanne Mayo  
President, Board of Directors  
Tel.: (514) 481-0315

**L’OEUF**  
Bernard Olivier  
Associate Architect  
Tel.: (514) 484-7745 ext. 32  
[bernard@loeuf.com](mailto:bernard@loeuf.com)

**RPM Développement  
Durable**  
Réal Migneault  
Tel.: (514) 388-2505  
[real.migneault@sympatico.ca](mailto:real.migneault@sympatico.ca)

**Ciment St-Laurent**  
Nicole Jarry  
Director Communications  
Tel.: (514) 340-1555 ext. 206  
[njarry@stlawrencecement.com](mailto:njarry@stlawrencecement.com)

**FCM – Green Municipal Fund**  
Lucille Hodgins  
Manager, Community Liaison  
Tel: (613) 241-5221 ext. 299  
Email: [lhodgins@fcm.ca](mailto:lhodgins@fcm.ca)

**Canada Lands Company CLC Limited**  
Gordon McIvor  
Vice President, Public and Government Affairs  
Tel: 1-888-252-5263  
Email: [gmcivor@clc.ca](mailto:gmcivor@clc.ca)

For additional information:

- Benny Farm, please visit [www.bennyfarm.org/en/home.htm](http://www.bennyfarm.org/en/home.htm) and [www.loeuf.com/en/bennyfarm/index.php](http://www.loeuf.com/en/bennyfarm/index.php).
- Les Habitations Communautaires NDG's (HCNDG) Benny Farm Affordable Home Ownership Initiative, please visit [www.hcndg.org](http://www.hcndg.org).
- Green Municipal Fund, including details of other approved projects and studies, please visit FCM's Centre for Sustainable Community Development website at [www.sustainablecommunities.ca](http://www.sustainablecommunities.ca).
- Holcim Foundation for Sustainable Construction and the Holcim Awards, please visit [www.holcimfoundation.org](http://www.holcimfoundation.org).
- St. Lawrence Cement, the Canadian representative of the Holcim Group, please visit [www.stlawrencecement.com](http://www.stlawrencecement.com).
- Canada Lands Company CLC Limited, please visit [www.clc.ca](http://www.clc.ca).