



FOR IMMEDIATE RELEASE (DRAFT)

Get Your Green Read on the GO

Barrie, ON – October 21, 2014 - Green Reads Incorporated and Metrolinx are partnering on a new pilot to place a Green Reads used book vending machine at each of the Barrie GO stations. All books are sold for a toonie (\$2) each, and proceeds will be donated to the Barrie Public Library.

Green Reads machines are environmentally friendly used book vending machines invented by local Barrie resident Dana Clarke. A prototype machine was tested earlier this year at the Barrie downtown bus terminal, leading to the production machines built for the GO pilot.

“Green Reads is very excited to partner with Metrolinx on this pilot,” said Green Reads owner Dana Clarke. “It was an easy decision on our side to approach them. After spending many years commuting, I knew that that GO Transit was a natural fit for the Green Reads machines. GO customers are already environmentally conscious and many use the quiet time on the trip to read printed books or ebooks. Metrolinx has a strong commitment to sustainability and innovation, and has generously offered to waive any fees for the period of the pilot, so all book proceeds will be donated to the Barrie Public Library.”

Green Reads will officially launch their machine at the Barrie South GO Station (833 Yonge Street, Barrie) on Oct. 21, from 4:30 to 8:30 p.m. with a community used book drive for the library. Barrie councillor and local Conservative candidate Alex Nuttall, as well as representatives from Metrolinx and Green Reads will be present for a photo opportunity at 4:30 pm.

About Green Reads

Green Reads used book vending machines reduce the carbon footprint of a book by reselling it in the most environmentally friendly way possible – using no electricity and local servicing. The machines offer libraries, charities, and book retailers a sustainable method to easily collect and sell used books in a wide variety of community locations where people need quiet entertainment at a good price, such as transit stations, hospitals, and community centres. Green Reads machines are made in Canada for the Canadian market, with versions planned for the US and UK. The company is a member of the 1% for the Planet family, supporting Tree Canada.

Contact:

Dana Clarke

info@greenreads.ca

www.greenreads.ca

@greenreadsinc