

For Immediate Release
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JUICE CONFERENCE 2.0 – A CERTIFIED GREEN EVENT

Camden, Maine - On November 13th and 14th a conference powering the creative economy will be powered by clean, renewable energy. Offsetting the Juice 2.0 conference with green power is just one step taken by event planners that makes the Juice 2.0 conference a certified green event. The Juice Conference received its green certification from Maine Businesses for Social Responsibility (MEBSR) under MEBSR's new green event certification program.

Juice 2.0 will connect leaders of the creative economy and foster economic growth through collaboration: the conference brings together leaders and innovators in the arts, technology, and entrepreneurial sectors. "As a conference designed to chart Maine's economic and creative future – a future where green industries will play a large role, ensuring the conference itself was green and sustainable was crucial" said Skip Bates, Board President of Midcoast Magnet and Vice President of Business Banking for Bangor Savings Bank. "We know sustainability is a vital element to ensure Maine's economic prosperity – ensuring our conference was green illustrates our commitment to sustainability and innovation."

To become certified, Juice 2.0 was required to meet a variety of criteria set by MEBSR to minimize the environmental impact of the event. "Coming up with greener practices in all aspects of the conference required both innovation and collaboration with conference stakeholders and vendors" says Bates. Emphasizing electronic registration and social networking for marketing purposes in lieu of paper promotional materials, offering participants mass transportation options, and choosing a venue where all conference sites are within walking distance are just a few of the green initiatives implemented by Juice 2.0.

Vendors of Juice 2.0 played a critical role in securing MEBSR green event certification. "Our vendors have been extremely accommodating and are devoted to becoming more green and helping our conference have a small carbon footprint," said George Callas, Midcoast Magnet Board Member and Director of Build Green Maine, a program of Midcoast Magnet. Vendors include Lani Temple from the Megunticook Market which is catering all food served at the Camden Opera House during the conference, as well as the Camden Opera House, which has initiated a greening plan designed to achieve carbon neutrality.

Maine Interfaith Power and Light, a renewable electricity aggregator, will donate the required wind power offsets to make the conference a carbon neutral event. The electricity and heating fuel consumed during the two day conference will be tallied and then offset by wind power credits from the Mars Hill Wind Farm in northern Maine. Additionally, attendees will be asked to offset their own carbon dioxide emissions from driving to and from the conference by making a voluntary purchase of wind power credits. Proceeds from these purchases will fund the development of wind power in Maine and other clean energy initiatives.

"The key to becoming a MEBSR certified green event is the education component" said Merritt Carey from MEBSR. "Through MEBSR's certification process, we not only want to minimize the environmental impact of the event – we also want to educate exhibitors, attendees and speakers about ways to make their own participation in the event greener."

Juice 2.0 will bring together participants from across the state to explore the power of creativity and innovation in protecting Maine's quality of place and transforming its economy. The conference is a forum to exchange ideas, share successes and develop strategies for Maine's future. Conference stakeholders and planners represent a wide array of innovative and creative organizations including: The Maine Arts Commission; Realize! Maine and The Maine Development Foundation; Build Green Maine, DECD, The Maine Innovation Economy Advisory Board, Waterfall Arts, and MEBSR.

Tickets for the conference cost \$175 if purchased before October 15, and \$225 thereafter. Special rates are available for volunteers, speakers and for groups with 4 or more attendees. To find out more about what the conference offers, and to

register, set up a group rate, or for more information on volunteering or the event in general go to: www.juiceconference.org or email info@juiceconference.org. The conference is open to the public. Members of the media are encouraged to attend.

For more information on becoming a certified green event or becoming carbon neutral contact MEBSR www.mebsr.org or Maine Interface Power and Life www.meipl.org

***Midcoast Magnet** brings people together to develop innovative projects that support creativity, livability and economic sustainability in Midcoast Maine. They are a non-profit organization of people dedicated to vibrant culture, entrepreneurship and bringing people together socially and professionally. Bangor Savings Bank is a proud major sponsor of Midcoast Magnet. www.midcoastmagnet.com*

***Bangor Savings Bank**, with more than \$2.3 billion in assets, offers retail banking and Investment management services to Maine consumers as well as comprehensive commercial, corporate, payroll administration, and small business banking services to Maine businesses. The Bank, founded in 1852, is in its 157th year of service to the people of Maine, and operates from 51 locations throughout Maine and on the Web at www.bangor.com. Bangor Savings Bank and the Bangor Savings Bank Foundation invests \$1.3 million dollars in Maine's communities in the way of grants, sponsorships and partnership initiatives.*

***Maine Interfaith Power and Light** works to protect the natural world from climate change. They sell [clean power](#) and [offsets](#) to Maine residents and partner with faith communities to reduce greenhouse gas emissions through their [Climate Care program](#).*

***Maine Businesses for Social Responsibility** is a group of Maine businesses expanding their bottom line through sustainable business practices and triple bottom line values. MEBSR offers a variety of membership levels and programs including a Green Event Certification program to help businesses from all industries produce greener events, conferences and meetings.*