



## The Yves Rocher Foundation celebrates three women who are full of green ideas.

### Bicycles for the World

### Fair-trade Fish

### Eco-scholars

Montreal, February 12, 2009 – At an awards ceremony today, the Yves Rocher Foundation honoured the Canadian winners of its 2009 Women of the Earth Contest. These three women who are chock-full of green ideas will be receiving 5,000€ (first prize), 3,000€ (second prize) and 2,000€ (third prize) for their original environmental re-use and rehabilitation projects. Each woman in her own way is playing a critical role in supporting the environment by promoting socially and ecologically responsible consumption and post-consumption.

The Women of the Earth Contest sponsored by the Yves Rocher Foundation honours three women each year who are helping to make the world a greener place. This year, the winner of the grand prize was Jennifer Crawford, Director of *Cyclo Nord-Sud*, an organization that collects unused bicycles in Quebec and sends them to countries in Africa and Latin America. The second prize winner is Susanna Drake Fuller, the woman who initiated the Fish for the Future project and who is researching marine biodiversity, making recommendations to the government on sustainable fishing practices and educating consumers and suppliers about ecologically responsible fishing. The third prize went to Barbara Genest for *La Grande exposition – Les idées ALLANT vert*, an educational tool designed to make primary school children aware of the importance of preserving our natural resources and properly managing our waste by getting them directly involved in environmental projects. “The Yves Rocher Foundation’s Women of the Earth Awards honour women who are full of green ideas. While people are gradually becoming aware of the importance of environmental issues, there is still a tendency to consume irresponsibly. We feel it is important to inform the public about inspiring, concrete, environmental projects that are really raising people’s awareness on how to consume better and fairly,” explains Christina Hane, Director, Communications and PR, Yves Rocher North America.

Women of the Earth on the international scene

The first prize winner will have the chance to win the International Prize valued at 10,000€, to be awarded in France in March 2009 on Women's Day. She will be up against the first prize winners of the ten other countries that took part in the contest.

About the Yves Rocher Foundation

Founded in 1991 by the Rocher family, the Yves Rocher Foundation is dedicated to developing and protecting the plant world. Under the auspices of the *Institut de France* since 2001, the Foundation is responsible for awarding the Women of the Earth prize. Since its beginnings, the Foundation has presented 165 awards to women who have undertaken incredible initiatives in more than 50 countries on 5 different continents around the world! The goal is to turn this into a global contest that recognizes the efforts of women worldwide who are working to preserve our environment. For further information on the Foundation, visit [www.yves-rocher-fondation.org](http://www.yves-rocher-fondation.org).

-30-

For an interview with the award winners or an Yves Rocher spokesperson, or to obtain photos or further information, please contact:

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