



Green is the New Black: New holiday market celebrates local, sustainable products encouraging a new way to shop this holiday season

Green Sunday offers an alternative to Black Friday that gives consumers access to local businesses and products that reduce the carbon footprint of their gift giving

Toronto, Ontario - December 2, 2019 - *Does the holiday gift craze have you anxious already?* Come shop for your loved ones at **Green Sunday** - a new type of holiday market showcasing local and sustainable products and companies offering an alternative to the mania of Black Friday, encouraging Torontonians to rethink the way we shop this holiday season. Show your family and friends that you love them with beautifully crafted, high-quality gifts that will be in their lives for years to come - and know that your money is well-spent. Taking place on **Sunday, December 8** from **10am-7pm** at the **Center for Social Innovation Annex** (720 Bathurst St, Toronto), Green Sunday is **FREE** and open to all, and welcomes guests of all ages to come out and enjoy a day of holiday cheer and celebrate the collective impact of forward-thinking businesses and consumers.

Green Sunday is part of a growing trend of concerned consumers who are paying attention to product materials, where they come from, how they are processed, and what impact those decisions have on the planet. Across Toronto and beyond, people are seeking out better choices for themselves and the planet, from plant-based foods and 'slow' movements, to reducing single-use disposables and opting for transit or cycling instead of cars.

Green Sunday co-hosts [Collective Impact Journey](#) and [Wisebird](#) are encouraging Torontonians to show support for companies that operate with a social and environmental purpose by selling local, upcycled, reclaimed, repurposed, all-natural, eco-conscious, package-free, and ethical goods. This mindful market provides access to a variety of these options, from handmade jewelry, clothing and ceramics to locally-roasted artisanal dark chocolate and plant-based self care products, all under one roof for easy shopping access.

As part of the Market, food and climate justice activist and Torontonian [Rachel Parent](#) will speak about her journey becoming an activist at the young age of 12 and why she founded [Kids Right to Know](#), a non-profit organization that encourages youth to be informed about the contents of their food. An accomplished speaker exposing issues with genetically modified organisms, Rachel was recently named one of the 2019 Corporate Knight 30 under 30.

Green Sunday will feature a zero waste wrapping demo to try to offset some stark numbers released by [Zero Waste Canada](#) and reported by CBC: Canadians throw out more than 500 tons of wrapping paper each Christmas season, and we [generate 25% more trash](#) than during the rest of the year. Additionally, the market will host a maker space, a documentary film event, and programming for kids, and food and drink will be available. The event will conclude with a two-hour musical performance featuring local musicians, including [Harmony Pike](#), [Citizen Jane](#), [Arianna Rueda](#), and [Jordan Hart](#).

From movements like the community-driven [“BYO” initiative](#) to the City of Toronto’s focus on reducing environmental impact, initiatives to “go green” continue to expand. Current [trends show](#) that more and more people seek new ways to reduce their carbon footprint. As consumers we can use our spending power to steer companies towards sustainable options that are good for people and planet. Show your love while reducing your carbon footprint with us on December 8.

Find more information, including how you can support or participate, and to register to attend, at: bit.ly/greensundayregistration. Follow [@greensunday_to](#) on Instagram to see vendor and artist announcements daily.

Collective Impact Journey (collectiveimpactjourney.com/) creates opportunities for conversation and learning to encourage a shift to low-carbon societies, facilitating knowledge exchange through workshop facilitation and coffee shop talks, Spreading Awareness through the curation of eco-inspired events and Empowering people to make shifts in personal choices toward a more low-waste, low-carbon lifestyle.

Wisebird (wisebird.ca) is a social enterprise start-up that aims to reduce single-use plastic waste by developing sustainable and convenient alternatives paired with open dialogue about how we all have power in our daily choices and can participate in the sustainability movement in Toronto. Wisebird is launching a reusable container system for Toronto restaurants and cafes to launch in early 2020.