



The Brownie Awards recognize the visionaries, innovators and builders who are dedicated to the rehabilitation of brownfield sites in Canada.

**EVENT:** Brownie Awards 2021

**DATE AND TIME:** November 23, 2021 at 7 p.m. – 10 p.m. EST

**LOCATION:** Delta Hotels by Marriott Toronto [View Map](#)

**WEBSITE:** <https://brownieawards.ca/2021event/>

**Spread the word that you'll be attending this leading industry event.**

#### **ABOUT THE EVENT**

Dedicated to the rehabilitation and revitalization of sites that were once contaminated, under-utilized, and undeveloped, the Brownie Awards provide annual recognition and celebration of brownfield projects, people, and policies across the country. These renewed residential and commercial projects contribute to the growth and resilient recovery of healthy cities and communities.

The Brownie Awards, provided in collaboration by the Canadian Brownfields Network and Actual Media Inc., presents a variety of awards, along with the prestigious “Brownfielder of the Year” award. It’s an excellent opportunity to recognize and celebrate the hard work and dedication that results in the redevelopment and rehabilitation of brownfields across the country.

Be sure to join us for a special keynote by **TBA**.

### **BROWNIE AWARD CATEGORIES**

REPROGRAM: Legislation, Policy and Program Initiatives

REMEDiate: Sustainable Remediation and Technological Innovation

REINVEST: Financing, Risk Management and Partnerships

REBUILD: Redevelopment at the Local, Site Scale

RENEW: Development at the Community Scale

REACH OUT: Communications, Marketing and Public Engagement

REFOCUS: Vision of Alternative Benefits to Brownfield Remediation

### **SOCIAL MEDIA POSTS**

Share with your network that you’ll be attending the upcoming Brownie Awards.

#### **TWITTER**

Example Tweet: We’re looking forward to attending the #BrownieAwards, presented by [@CdnBrownfields](#) and [@actual\\_media](#) on November 23. Be sure to join us to recognize and celebrate outstanding #brownfields remediation and redevelopment across Canada!

Learn more: <https://brownieawards.ca/2021event/>

#### **LINKEDIN**

Example Post: We’ll be attending the Brownie Awards gala on November 23, presented by the [Canadian Brownfields Network](#) and [Actual Media Inc.](#) Be sure to join us to help recognize and celebrate outstanding visionaries, innovators and builders who are dedicated to the remediation and rehabilitation of brownfields sites across Canada!

Learn more: <https://brownieawards.ca/2021event/>

Recommended Hashtags: #BrownieAwards #brownfields #remediation #environment

#### **FACEBOOK**

Example Post: We’ll be attending the Brownie Awards gala on November 23. Be sure to join us to help recognize and celebrate outstanding visionaries, innovators and builders who are dedicated to the remediation and rehabilitation of brownfields sites across Canada!

Learn more: <https://brownieawards.ca/2021event/>

Recommended Hashtags: #BrownieAwards #brownfields #remediation #environment

**RECOMMENDED EMAIL COPY**

Hello [NAME],

I'm pleased to share with you that I'll be attending the upcoming [Brownie Awards](#) gala, presented by the [Canadian Brownfields Network](#) and [Actual Media Inc.](#) For the past 20 years, the Brownie Awards have recognized and celebrated outstanding visionaries, innovators and builders who are dedicated to the remediation and rehabilitation of brownfields sites across Canada.

During the event, attendees will receive a special keynote presentation by **TBA**, enjoy dinner with industry colleagues and engage in networking with the various Brownie Awards finalists and winners.

Secure your spot today at using the following link: <https://www.eventbrite.ca/e/2021-brownie-awards-tickets-163513002793>

Best regards,

[NAME]

BROWNIE AWARDS 2021 SPONSORS						AS OF AUGUST 26
ORGANIZERS	PRESENTING	COCKTAIL	REPROGRAM	REMEDiate	REINVEST	
 			 			
REBUILD	RENEW	REACH OUT	REFOCUS	BEST SMALL PROJECT	BEST LARGE PROJECT	
 	 					
BEST OVERALL PROJECT	BROWNFIELDER OF THE YEAR	SUPPORTING		MEDIA		
						