

Independent & Free Press, InterInforma join forces

Ken Nugent, publisher of *The Independent and Free Press*, announced today that the newspaper has reached an agreement with InterInforma Inc., the publishers of the Halton Hills Gold Book to integrate the information now provided by the two companies for Georgetown and Acton consumers and advertisers.

The Independent & Free Press and 701 have formed a strategic marketing alliance to pursue this integration. *The Independent & Free Press* will be the primary sponsor of the Halton Hills Gold Book and will provide promotion and advertising for the directory and directory

advertisers.

"*The Independent & Free Press* has a long history of innovation in meeting the needs of Halton Hills consumers and advertisers," said Nugent.

"This alliance continues our goal of providing local consumers and business owners with the best hometown information resource. 701 has successfully integrated print and online directories to provide a key information resource for local consumers who are looking for information about local businesses when they are ready to purchase. This is a natural complement to the information provided by *The Independent & Free Press* to our community."

The printed version of the Gold Book will be distributed in Georgetown and Acton this month. The 701.com Web site provides a comprehensive local Internet portal with up to the minute information on local business, special events and dining. Full telephone listings are provided in both the print and Internet versions of the directory.

Greg Turkstra, publisher of the directories, said that a unique feature of 701 directories is that every advertiser is provided with a 701.com Web site. This enables advertisers to inform consumers of changes and special events during the year.

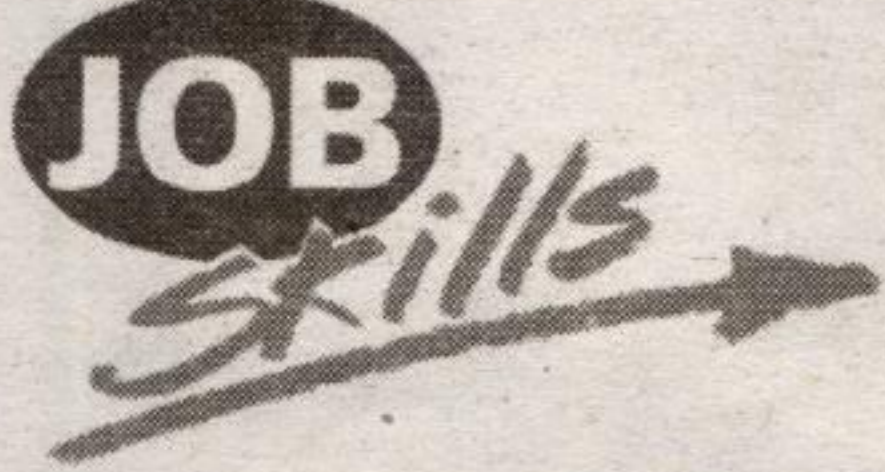


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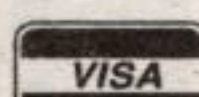


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Get Rid of Your Pesticides & BE NATURALLY GREEN!

Pesticide Exchange Week
Mon. May 31st through Sat. June 5th, 2004
(8:00 a.m. - 4:30 p.m.)

Clean out the shed or garage & turn in your old or unused pesticides in exchange for a FREE pesticide reduction ACTION KIT,

WHERE: at the Household Hazardous Waste Depot, at Halton's Waste Management Site, 5400 Reg. Rd. #25 Milton (approx. 7 kms N. of Dundas St. & 1.5 kms S. of Britannia Rd.)
If you're unable to attend this event, you are invited to bring your pesticides and/or other household hazardous waste to Sheridan College, 1430 Trafalgar Road, Oakville for:

ENVIRONMENT DAY
Sat. June 12, 2004 (9:30 a.m. - 3:00 p.m.)

PRIZES!

- FREE ACTION KITS (while quantities last)
- FREE LAWN & GARDEN PRIZES TO EVERY 10th VEHICLE (while quantities last)

GRAND PRIZE

- WAGON OF LAWN & GARDEN SUPPLIES!

2003 Grand Prize Winners!

ACCEPTED PESTICIDES: herbicides (lawn/garden products), insecticides (bug/grub control products), fungicides (disease control products), and any other pesticides (flea/tick sprays etc.) **Maximum 20 Litres per visit.**

This event is sponsored by the Halton Partners for Naturally Green as part of a public education and awareness-raising program developed to inform the public about the potential risks of pesticide use and alternatives that are available. Partners for Naturally Green include Halton Region, the City of Burlington, and the Towns of Halton Hills, Milton, and Oakville. For more information, visit www.region.halton.on.ca.

Pledge to be Naturally Green and you will be entered into a draw for a wagon FULL of lawn and garden supplies!

PLEDGE TO BE NATURALLY GREEN & WIN!

I pledge to reduce pesticide use on my property, to be aware of alternatives to pesticides, and to encourage my neighbours to do the same.

First Name: _____

Last Name: _____

Address: _____

Phone: _____

Email: _____

Please take a moment to answer a few questions:

1. So far this year, have you used pesticides on your lawn or garden?

Yes No

If yes, was this to treat individual weeds, or did you apply the pesticide to the whole lawn?

Individual weeds Both

Whole lawn

Bring your completed ballot to one of the following locations: Halton Waste Management Site, 5400 Reg. Rd. #25 (Milton), during Pesticide Exchange Week May 31 through June 5, or Sheridan College, 1430 Trafalgar Road (Oakville) for Environment Day June 12 or mail to Halton Region Health Dept., 1151 Bronte Road, Oakville, L6M 3L1 **no later than June 30, 2004.**

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