



BOMA CANADA RELEASE – April 25th, 2011

BOMA Canada Announces New Manager Environment & Energy Sustainability Practices

April 25th, 2011 - News Release – Toronto, ON

FOR IMMEDIATE RELEASE

The Building Owners and Managers Association (BOMA) of Canada is pleased to confirm Melissa Peneycad as the organization's new Manager of Environment & Energy Sustainability Practices.

Melissa joined BOMA Canada on April 11, 2011 and is charged with oversight of BOMA Canada's BOMA BEST program. Melissa is also responsible for the environmental sustainability initiatives of the national association including proactive development of the BOMA BEST program's assessment modules, best practices, and communications. She will also act as stakeholder liaison for BOMA Canada's standards and energy and environment practices.

Melissa brings significant environmental and project and program management experience to BOMA. She has worked previously as a consultant to private, public, and non-profit sector clients in several industries including commercial interiors, energy, refrigeration management, janitorial and sanitation, and consumer loyalty programs. Her background also includes extensive experience managing and promoting environmental certification programs including Environment Canada's EcoLogo Program. Her qualifications and experience will help position BOMA BEST as an industry benchmark for sustainability practices in the built environment. Melissa's background will allow her to communicate the value of BOMA BEST certification to stakeholders – in particular to customers – through strategy, marketing, communications, and project management.

Melissa holds a **Bachelor of Commerce Degree** in strategy and marketing from Queen's University as well as a **Graduate Diploma in Sustainable Business** and a **Master in Environmental Studies**, both from York University.

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The Building Owners and Managers Association (BOMA) of Canada is the voice of the Canadian commercial real estate industry with over 3,100 members in regional associations across Canada. On behalf of the building owners, managers, developers, facilities managers, asset managers, leasing agents, brokers, and the product and service providers to over 2.1 billion square feet of commercial real estate in Canada, BOMA Canada addresses issues of national concern, and promotes excellence in the industry through information, education, advocacy and recognition. Visit us at www.bomacanada.ca.
