

Corporate 'greenwash' does nothing to polish nature's gems

Edmonton Journal July 8, 2010

Re: "Neighbour not told about new CN Rail yard; Fears impact on nearby pond, wildlife," The Journal, July 5.

Often industries not normally associated with protection of the environment take out full-page ads to promote their "greenness."

"Greenwashing" is the term coined to designate such practices.

Tearing up land near Bretona Pond, residences and agricultural land to create a storage yard for empty petroleum cars is not green. Imperial Oil and CN already have plenty of industrial, contaminated sites available.

Why destroy more land?

This week, dozens of area naturalists have been guiding delegates to the International Congress for Conservation Biology to Edmonton's green areas: MacTaggart Sanctuary, Jackie Parker Park in Millwoods, Whitemud Creek at Fox Drive, Big Lake.

These priceless gems of wildlife exist because of the vision and dedication of donors and volunteers.

John Kristensen and his wife's family have demonstrated great generosity and foresight in preserving this area of Strathcona.

It is time Imperial Oil and CN do the same.

Cecily Mills, Edmonton

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