



## **Miratel Solutions Expands CSR Business Initiatives and Announce Operations now 100% Green Powered**

Miratel's carbon neutral operations demonstrates their continued commitment to the environment and builds upon their Bullfrog Power partnership with the addition of green natural gas to the existing renewable electricity powering their Canadian call centre, eCommerce and letter shop mail house.

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**Toronto, Ontario** – Miratel Solutions' (Miratel) commitment to contribute positively to the planet has been a guiding principle of the company since their launch in spring of 2000. In 2007, that commitment was formalized into a Corporate Social Responsibility – CSR business plan that included partnering with Bullfrog Power (Bullfrog) to provide green electricity to their call centre, eCommerce and letter shop mail house. Miratel is now thrilled to be growing that relationship with Bullfrog as launch partners with their new green natural gas solution.

Today, Bullfrog is introducing a new initiative that makes a 100% green natural gas choice available to their customers allowing them to reduce their natural gas-related carbon dioxide emissions footprint. Bullfrog's green natural gas, which is sourced from a landfill project in Québec, is cleaned and then injected into the TransCanada pipeline displacing fossil fuel-based natural gas. Unlike fossil fuel-based natural gas, green natural gas does not increase the amount of carbon dioxide in the atmosphere so it does not contribute toward climate change. This 100% green natural gas solution is the first of its kind to be widely available to homes and businesses across Canada—and Miratel are excited to be a part of the launch:

"We are very pleased that Miratel Solutions has decided to make its operations more sustainable by choosing Bullfrog Power's green natural gas and green electricity," said Tom Heintzman, President, Bullfrog Power. "Businesses like Miratel have become part of a growing community of organizations that are taking practical steps toward ensuring that their energy comes from clean and renewable sources."

By building on their partnership with Bullfrog, Miratel is demonstrating a proactive choice to switch away from traditional sources of electricity and gas and support the use of cleaner renewable energy alternatives within their Canadian call centre, eCommerce and letter shop mail house. Miratel's Managing Partners Tracy Ritson and Angela Puzzolanti provide further insight into their continued partnership with Bullfrog:

"At Miratel, we are committed to providing our nonprofit clients with professional fundraising services that are delivered responsibly and contribute to the development of a sustainable society. We see our partnership with Bullfrog Power as an important part of this commitment as it reinforces the eco-values we apply across all facets of our operations and sends a message to our employees, clients and community about the importance of renewable energy."



Miratel's support for greener practices extends beyond renewable power and also includes:

- Recycling Program for paper, cardboard, glass, plastic and metals
- 100% Toxin Free Green Office Cleaning
- Responsible Consumption Practices
- Sustainable Procurement Mandates
- Internal Green Committee
- Eco-retrofitting
- Office-wide plastic water bottle ban with all employees supplied reusable drinking receptacles and provided filtered water
- Active membership in, and support of, local and global environmental organizations
- Carbon neutral website

Through their unwavering commitment to excellence and guiding CSR principles, Miratel will continue to conduct business in a way that produces social, environmental, and economic benefits for the local and global community in which it operates and serves.

#### About Miratel:

Since its inception in spring of 2000, Miratel's focus has been on building their reputation as a premier fundraising call centre by providing fundraising services that were cost-effective and delivered with the highest standards of integrity and conduct. Throughout the years, Miratel has maintained that same focus and now provides a spectrum of contact centre services that includes inbound call centre, outbound call centre, eCommerce, letter shop mail and lottery management services on behalf of some of Canada's largest and most reputable charitable foundations. Miratel's alliance with these outstanding nonprofit organizations only strengthens their resolve to remain an ethical CSR call centre, eCommerce and letter shop mail house that strives to leave a lasting, positive impression on the world.

To learn more about Miratel, you can:

Visit their website at <http://www.miratelinc.com>

Read their corporate blog at <http://www.miratelinc.com/blog>.

Follow them on Twitter at <http://www.twitter.com/miratel>

#### About Bullfrog Power:

Bullfrog Power is Canada's 100% green energy provider of renewable energy solutions that allow homes and businesses to reduce their environmental impact and help create a cleaner, healthier world. Bullfrog's green electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogoM program instead of from polluting sources like coal, oil, natural gas and nuclear. A clean, renewable alternative to fossil-fuel based natural gas, Bullfrog's green natural gas is produced in Canada from biogas facilities that have met strict environmental criteria as defined by ICF International.

To learn more, you can visit their website at [www.bullfrogpower.com](http://www.bullfrogpower.com).