

FOR IMMEDIATE RELEASE

New local website to focus on green hub

Partners Adam Hislop and Greg McMillan to provide one-stop destination for all things green

Adam Hislop, who has produced video, media, and web projects for the past 11 years, has joined forces with veteran journalist Greg McMillan to create a news and business website to concentrate on the burgeoning green hub movement in the area.

The website, TheGreenHub.ca, has evolved from an earlier Hislop project, GreenerBrantford.ca, which was created to make green resources and businesses in Brantford and the surrounding area easier to find.

The new site will provide news and information about the expanded concept of the green hub, to include Brantford, Six Nations and Brant, Haldimand and Norfolk counties.

“Our priority is to become the place people turn to when they want to make more informed decisions about business opportunities, green products, food and services,” Hislop said.

“We aim to make it easy for people to gain knowledge about green businesses in the area as well as spark dialogue about green issues that concern us all.”

McMillan, a Brantford native, spent 10 years working at the Globe and Mail, and another decade at the Hamilton Spectator. Prior to TheGreenHub.ca project, he had been employed in the local media since 2007.

“While we want to put emphasis on green businesses and opportunities, we also intend to write about issues and follow the growth of the green hub vision, which was initiated by the Brantford-Brant Chamber of Commerce,” McMillan said. “We want to draw attention to the concept of a green hub in our area and intend to keep our finger on the pulse of all developments.”

Over the summer, the pair plan on creating distinct content and features, aiming for a full launch of the site by September, with interactive and social networking features, regular news updates, and pertinent, thought-provoking articles, as well as a blog, newsletter, comprehensive list of resources and business directory.

Together, they intend to help put the green hub on the map. They are committed to involving the community and look forward to providing credible and comprehensive coverage on a day-to-day basis.

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