

**For immediate release  
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## **Condo developer to hand out trees at gala event**

### ***Diamante embraces another environmental initiative***

TORONTO --When people gather at the Sheraton Centre to hear former British prime minister Tony Blair Thursday, May 29, they'll leave with a tree to plant.

The event, *An Evening with Tony Blair*, is a fundraising gala for Women's College Hospital. As sponsors of the show, Diamante Development Corp. and its latest condominium project, The Florian, are providing oak, sugar maple and red pine seedlings as gifts for those who attend.

"I recently read an article in the *New Yorker* that said that the greatest damage we are doing to the environment isn't the damage from emissions or waste, although those are serious issues, but is in destroying our forests," says Diamante co-president Julie Di Lorenzo, who is passionate about the environment. The company recently donated \$500,000 to the Nature Conservancy of Canada to help preserve Pelee Island lands crucial for butterfly and bird migration.

In addition to the 700 trees Diamante will distribute at the Blair dinner, Ms. Di Lorenzo is also supplying over 700 trees to various Toronto schools.

"It struck me that for the price of one tree from the City of Toronto's tree advocacy program (although they do plant mature trees), we could provide 500 trees to a school, and the school could teach the children the importance and relevance of trees in our everyday lives."

Ms. Di Lorenzo embraced the opportunity to be a sponsor at the Women's College Hospital fundraiser because of its importance as an urban hospital focusing on women's health.

"Being a female business leader, I am keenly aware of women's issues and wanted to support a Toronto event that will benefit women."

The future of the city is also of major concern to Ms. Di Lorenzo and her company, and a healthy urban fabric needs strong cultural institutions as well as innovative health facilities and a healthy business environment.

In addition to the Women's College Hospital event this month, Diamante is among a half dozen sponsors of the Royal Conservatory of Music's "Royal Occasion" gala Wednesday, May 28.

The event, which is the Conservatory's largest annual fundraiser, will award Canadian singer and songwriter Nelly Furtado with an Honorary Fellowship, the Conservatory's highest award.

"The reason we are supporting the Royal Conservatory of Music is that it is a wonderful cultural and educational facility," says Ms. Di Lorenzo, who is also impressed by the institution's new Bloor St. addition designed by architects KPMB.

Diamante, a company known for its well-conceived and innovative condominiums, recently launched The Florian, a luxury 87-unit project located in Upper Yorkville at 100 Davenport Rd.

Ms. Di Lorenzo believes that the clientele for this new project will be as supportive as she is of institutions such as Women's College Hospital and the Royal Conservatory of Music.

"All of these events are examples of the richness of culture and experience available in the city," says Ms. Di Lorenzo, who also treated purchasers to Opera Atelier's extraordinary performance of Mozart's Idomeneo. "We feel that The Florian embodies this richness and will be a wonderful home from which to experience the best of the city."

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