

Metro Toronto Convention Centre ushers in International Society for Magnetic Resonance in Medicine for Sustainable Annual Meeting

Toronto, ON: Following the immense success of two previous gatherings in Toronto, the International Society for Magnetic Resonance in Medicine (ISMRM) is returning to the city for a third time. This year's 23rd Annual Meeting will see approximately 5,700 clinicians, physicists, engineers, biochemists, and technologists from around the world at the Metro Toronto Convention Centre (MTCC), injecting the local economy with an estimated \$16 million in economic impact.

"We were previously in Toronto in both 2003 and 2008, with both meetings being very successful and our relationship with the City of Toronto being strengthened," said Roberta Kravitz, Executive Director of ISMRM. "The MTCC was selected as the obvious location for our meeting, given the size of our seven-day meeting. In addition, the MTCC is located very conveniently in the heart of the city, which is always a draw for our attendees."

Among the plans for this year's event was ISMRM's decision to reduce the seven-day meeting's environmental impact through support from Bullfrog Power, Canada's leading green energy provider. Through the use of Bullfrog Power, Bullfrog's generators will put 191 megawatt hours of green power onto the grid to match the amount of electricity consumed by the event. Across Canada, Bullfrog's green electricity comes from a blend of wind and low-impact hydro power sourced from new Canadian renewable energy facilities.

"I was thrilled to learn ISMRM's Annual Meeting would be run as a green event," said Barry Smith, President and CEO of MTCC. "Sustainability is top of mind for the Centre, so it is wonderful to have a citywide convention of this magnitude opt for renewable energy."

With an exciting agenda brimming with sessions and collaborative opportunities, attendees are expected to leave the Annual Meeting enriched with education and a sense of community within the magnetic resonance industry.

"We hope everyone who leaves our meeting takes away not only new information and ideas to propel their research and enhance their practice, but also the recognition that the MR community is inclusive, collaborative, compelling, and strong," said Kravitz. "We want our attendees to understand the value of this extremely collaborative community, with its unparalleled volunteerism and passion for the work of this organization."

"Among the numerous sessions and activities planned for this meeting, we hope attendees will enjoy their experience in Toronto, and leave with lasting memories and a wish to visit us once again," said Smith.

About the International Society for Magnetic Resonance in Medicine

The International Society for Magnetic Resonance in Medicine is a nonprofit professional association dedicated to promoting communication, research, development and application of magnetic resonance techniques in medicine and biology. For further information, please visit <http://www.ismrm.org/>.

About the Metro Toronto Convention Centre

The Metro Toronto Convention Centre is Canada's number one convention and trade show facility. Over the past 30 years, the Centre has hosted over 18,000 events, entertained more than 55 million guests and has added \$5.1 billion in direct spending to the community. For further information, please visit www.mtccc.com.

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