



# Ethical ether

## Website offers group buying deals

Consumers wanting to purchase local green products can now do so at a bargain. EthicalDeal, based in Vancouver and the only green daily-deal site in Canada, announced its Toronto launch in May. Think of it as a green version of Groupon.

For businesses, EthicalDeal offers the advantage of guaranteeing customers, as every deal requires a minimum number of buyers to go through. The site operates by a social group-buying platform.

The site's daily deals from local green companies make up a consumer's guide to the green city. Founder Annalea Krebs, age 26, recognized that the top three reasons preventing consumers from buying green products were fear of their being too expensive, not knowing where to find them and not knowing which to trust.

The deals are environmentally friendly versions of mainstream deal sites. Examples: 65 per cent off eco-friendly cleaning services, 60 per cent off green home products, 50 per cent off vegan restaurants, 75 per cent off eco-friendly spas. Featured businesses attract green finders, not deal-finders, and benefit from positive brand alignment.

Launched in November 2010, EthicalDeal made Fast Company's 25 Women-Run Startups to Watch this year. See [ethicaldeal.com](http://ethicaldeal.com).

**Annalea Krebs, founder of EthicalDeal**

### Spiritus Training 50% off Red Cross Wilderness and Remote First Aid (\$225 value)

**\$110.00**

Buy Now

Buy as a gift



**Details**

Expires June 29, 2012  
Limit 2 per person  
May use value of voucher toward higher priced courses  
May buy multiple as gifts  
Email or call to book  
Subject to availability  
Tax not included  
No cash value

**Highlights**

- Prevent injury to yourself or loved ones
- Nationally recognized certification
- Hands-on learning
- Realistic scenarios used to promote learning

Value \$225.00  
Discount 51%  
You Save \$115.00

Read the Deal FAQs for the basics.

Time Left to Buy  
**11:40:52**

### Fresh Bowl 50% off Fresh, Healthy and Authentic South-East Asian Cuisine (\$20 value)

**\$10.00**

**SORRY**  
The deal has ended.



**Details**

Expires October 09, 2011  
Limit 2 per person  
May buy 2 as gifts  
Valid at Gastown location only  
No cash value  
Tax and gratuity not included

**Highlights**

- Quick, fresh and healthy
- Vegetarian, vegan and gluten-free options
- Locally sourced and made in-house
- Convenient Gastown location
- On-site composting & biodegradable packaging

Value \$20.00  
Discount 50%  
You Save \$10.00

Read the Deal FAQs for the basics.

The deal ended on

Closed on June 09, 2011 at 12:02:56 AM with 327 bought.

### Cox Bay Beach Resort 52% off a 2 Night Stay for 2 in a Luxury Condo Suite with Direct Beach Access in Tofino (up to \$520 value)

**\$249.00**

**SORRY**  
The deal has ended.



**Details**

Expires October 15, 2011  
Limit 2 per person  
May buy multiple as gifts  
Limit of 2 per 4 night stay  
Valid for 2 people  
Additional occupants \$20 (kids); \$25 adults  
Max. of 4 occupants/suite  
Upgrade to 2-bedroom for \$115/night  
Valid for new reservations only  
Reservation required; subject to availability  
Merchant cancellation policy of 1 week applies or ethicalDeal voucher is forfeit  
Stay must occur prior to October 15, 2011

**Highlights**

- Direct Beach Access
- Beautiful West Coast Inspired, Fully Equipped, One-Bedroom Luxury Condos
- Accommodates up to 4 people; additional occupants \$20-\$25 extra, pet friendly
- Modern fitness facility plus a meditation and yoga room
- Sauna and outdoor hot tub
- Communal Lounge
- High speed wireless access
- 5 minutes from Tofino shops