



For immediate release

## EVIRUM BRINGS ENVIRONMENTAL EXPERTISE TO GP3R

**Trois-Rivières, Quebec, Canada 08/1/2023** - Evirum, a Canadian company specializing in the ecoresponsible management of residual materials, is proud to announce its new partnership with the Grand Prix de Trois-Rivières (GP3R) to mark the deployment of its service offering in the Mauricie region.

Evirum is a leader in the field of environmental brokerage with a wide range of services that allows for a customized approach to the management of residual material, offers an elevated expertise and a vision for a more sustainable future.

Working in collaboration with partners and companies to shape a positive impact on the environment, Evirum serves residential, commercial, industrial and institutional clients, as well as event promoters within the framework of ecoresponsible partnerships. It's through this shared vision, that a partnership between Evirum and the Grand Prix de Trois-Rivières has come to fruition, in order to implement effective strategies for the management of residual materials, while providing expertise to help reduce, reuse and recycle the waste generated by major events such as the GP3R.

Evirum's expertise will be utilized to support the evolution of the GP3Vert sustainability program implemented by the organization of the Grand Prix de Trois-Rivières.

"We're happy to share our expertise to support the GP3R and its desire to continually improve in terms of sustainability and ecoresponsibility. The GP3R is already recognized as an ecoresponsible leader in the world of motor racing and Evirum is proud to join this important event for the Mauricie region," said Julien Rémillard, President of Evirum.

By implementing ecoresponsible practices at the heart of the event, GP3R and Evirum are demonstrating their common desire to raise public awareness on the importance of preserving the environment and empowering them to make a green transition.

In addition to bringing environmental expertise to the event, Evirum is also pleased to announce its association with reigning NASCAR Pinty's GP3R 2022 Champion, driver Alex Guenette. Therefore, two NASCAR Pinty's Series race cars will proudly carry the colours of Evirum around the Trois-Rivières circuit, race car #24 of young driver Thomas Nepveu and race car #3 of driver Alex Guenette.

"Evirum always strives for excellence in all projects, so what better way to mark our partnership with the GP3R and the arrival of Evirum in the Trois-Rivières market, than to partner with the defending Grand Prix de Trois-Rivières Champion" underlined Julien Rémillard.

### **About Evirum**

Evirum, a company with more than 70 employees in Quebec and Ontario, is a residual materials management broker, offering innovative solutions to minimize environmental impact and promote recycling. Committed to the preservation of the environment, Evirum strives to guide companies and individuals towards more responsible and sustainable practices. [evirum.ca](http://evirum.ca)

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