

CUSTOMER SPOTLIGHT YORK UNIVERSITY



Location
Toronto, ON | CA



Facility Type
University
Recreation Center



ECO-POWR™
Products
43



Facility Size
11,000 sq. ft
(1022 sq. m)



Potential Energy
Production
19,264 KW/year*

Campus Recreation centers serve as more than just spaces for physical activity; they are integral components of student life, influencing prospective students and displaying an institution's commitment to student affairs. Art McDonald, Manager of Fitness and Well-being at York University's Athletics and Recreation Department – Tait McKenzie Centre, has observed significant shifts in student engagement, ushering in a new era where experimentation and passion for sustainability shape the traditional operation of the recreation center.

The Tait McKenzie Centre added 43 ECO-POWR™ cardio units to their facility and the impact on students has been profound. Discovering that their exercise contributes to the planet resonates positively, student reactions range from gratitude and surprise to a sense of simplicity in making an environmentally conscious choice. The hope is that this mindset becomes the norm, making sustainable choices an obvious and easy decision for future students and universities.

“ WE SOUGHT OUT SPORTSART BECAUSE THEY WERE THE ONLY FITNESS EQUIPMENT PROVIDING COMPANY THAT CARED AS MUCH ABOUT THE PLANET AS WE DID HERE AT YORK. IF YOU CARE ABOUT THE PLANET AND OUR OUT-OF-CONTROL ENERGY CONSUMPTION—CHOOSE THE TREADMILL THAT GENERATES POWER INSTEAD OF THE ONE THAT CONSUMES POWER. ”
ART MCDONALD | MANAGER OF FITNESS AND WELL-BEING AT YORK UNIVERSITY'S ATHLETICS



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