

Area Hydro Companies Get Involved in Energy Conservation Week – May 25–31

Let's all take action and conserve energy at home and at work

May 21, 2008, (city), ON — Next week is Ontario's first Energy Conservation Week (May 25–31), and area electricity distribution companies are doing their part to help residents embrace conservation in their day-to-day lives—both at home and at work.

Energy Conservation Week is a grassroots, province-wide program initiated by the Ontario Power Authority (OPA) to demonstrate the importance of energy conservation. With the peak demand summer months fast approaching, Energy Conservation Week will demonstrate to Ontarians how to conserve energy at home, at school and at work. In fact, the OPA has developed core activities for each day of Energy Conservation Week, many of which are designed to be embraced throughout the summer months.

For their part, the four area electricity distribution companies comprised of Cambridge and North Dumfries Hydro, Guelph Hydro, Kitchener–Wilmot Hydro and Waterloo North Hydro have joined together to promote Energy Conservation Week. In addition to promotion of their four main conservation programs (The Great Refrigerator Roundup, Summer Sweepstakes, *peaksaver*[®] and Electricity Retrofit Incentive Program), the four area electricity distribution companies will also be providing an energy conservation quiz daily on 105.3 KOOL FM. Callers will have to answer energy conservation questions for a chance to win great energy efficient prizes.

“We believe that this focus on Energy Conservation Week will shine a light on new ways for residents to conserve energy,” said John Grotheer, President and CEO of Cambridge and North Dumfries Hydro Inc. “We think that there will be a tremendous response,” echoes Guelph Hydro President, Art Stokman.

On a provincial scale, each day of Energy Conservation Week will focus on a different aspect of energy conservation—residential, institutional and business—and how they can help achieve the province's targets. The initiative primes Ontarians to more effectively manage their demand for electricity in advance of the summer peak and ultimately over the long term.

“Locally through our daily conservation quiz, we want to demonstrate to customers that besides helping the environment, conserving energy can be fun,” says Jerry Van Ooteghem, President of Kitchener–Wilmot Hydro. Rene Gatien, President of Waterloo North Hydro adds, “through this promotion and our other conservation programs, we are trying to build enthusiasm for a culture of conservation in this area.”

The consortium of local hydro companies comprised of Cambridge and North Dumfries Hydro Inc., Guelph Hydro, Kitchener–Wilmot Hydro and Waterloo North Hydro are working together to effectively deliver the province-wide energy conservation programs to their customers.

The OPA has launched an Energy Conservation Week website, www.energyconservationweek.ca. A dynamic resource for energy conservation in Ontario, the website features tips on how to conserve energy, an energy conservation forum, regional events calendar and much more.

Selected OPA core activities for Energy Conservation Week include:

Blue Jay Conservation Awareness (Sunday, May 25)

Energy Conservation Week begins at the Rogers Centre where Ontario's Chief Energy Conservation Officer, Peter Love will throw the opening pitch at a Blue Jays game.

Electricity Impact Day (Monday, May 26)

Electricity Impact Day activities will focus on providing knowledge to Ontario's institutions such as schools, government buildings and libraries on how to reduce electricity consumption.

Tieless Tuesday (Tuesday, May 27)

Tieless Tuesday will educate businesses across Ontario on how to conserve energy in the workplace by turning air conditioners up two degrees and promoting a casual summer dress code.

Save the Watt Wednesday (Wednesday, May 28)

Save the Watt Wednesday is designed to provide individual Ontarians with tips and tricks on how to save energy at home during peak summer demand.

"Count Every Kilowatt Day" (Thursday, May 29)

A day modeled after the Ontario Power Authority's Every Kilowatt Counts program and intended to demonstrate the power of individual initiatives on the province's overall conservation goals.

Cool Down (Friday, May 30)

As the week winds down, programs will focus on what Ontarians can do long-term to ensure the health and sustainability of the grid.

- 30 -

For more information contact:

Cambridge and North Dumfries Hydro

Barbara Shortreed - 519-621-8405 ext. 2227

Kitchener-Wilmot Hydro

Rhonda Moreau - 519-745-4774 ext. 281

Guelph Hydro

Matt Weninger - 519-837-4720

Waterloo North Hydro

John Janzen - 519-888-5559