



# News Release

**FOR IMMEDIATE RELEASE**

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**NEWS FOR IMMEDIATE RELEASE**  
Tuesday, June 26, 2007

## **LONDON HYDRO ANNOUNCES MAJOR ELECTRICITY CONSERVATION INITIATIVES**

*Summer Conservation Programs Supported by the  
Ontario Power Authority<sup>OM</sup> Will Help London Save Electricity*

**London, Ontario** – Today, London Hydro announced they will help the people of London conserve electricity, save money and benefit the environment by participating in exciting new conservation programs supported by the Ontario Power Authority (OPA).

“Following the success of London Hydro’s recent conservation programs such as the Chill Out Refrigerator Recycling Program and the lighting retrofit for commercial clients, London Hydro is pleased to offer more energy saving programs to Londoners in conjunction with the OPA,” said Bernie Watts, chief executive officer, London Hydro.

This summer, electricity consumers across the province will be able to choose from a variety of incentives across the complete spectrum of energy efficient products and services – from retiring their power hungry refrigerators to tuning up their central air conditioners. The programs include: Summer Savings<sup>OM</sup>, The Great Refrigerator Round Up<sup>OM</sup> and The peaksaver<sup>TM</sup> Program. Customers interested in improving the efficiency of their Central Air Conditioners, can also participate in the Ontario Power Authority’s program called the Cool Savings Rebate<sup>OM</sup>.

“These programs represent the largest coordinated effort Ontario has ever made to encourage consumers to use less electricity,” said Paul Shervill, a Vice President of the Ontario Power Authority. “As Ontario moves toward re-building its electricity infrastructure, the conservation initiatives of each resident maintain and enhance the sustainability of our current power generation and distribution system.”

By combining offers and watching their own electricity habits, consumers qualify for a 10 per cent credit on their electricity bills, automatically, if they reduce their current consumption by 10% over the same period last year. In 2006, Ontarians wholeheartedly embraced conservation incentives - over 2.8 million CFL light bulbs were purchased by Ontario households through Ontario Power Authority programs.

## **About the program(s)**

### **Summer Savings**

Eligible residential customers that reduce their electricity consumption by 10% from their 2006 usage will receive a 10% rebate credit on a future bill. This program runs from July 1 through August 31, 2007.

### **The Great Refrigerator Roundup**

*The Great Refrigerator Roundup* is designed to remove older, inefficient fridges from the electricity system. Refrigerators collected through the program will be disposed of in an environmentally safe manner, resulting in a significantly reduced contribution to local landfill.

### **The peaksaver™ Program**

The *peaksaver* program assists qualified Ontarians, and their local electricity utility, to install a device in their home that allows the utility to briefly control their central air conditioning system during 'critical' peak times—typically weekday afternoons during the hottest days of the summer. Program participants will receive a \$25 incentive payment for signing up.

### **Cool Savings Rebate**

Air conditioning uses a large amount of electricity and is one of the main reasons that summer has become the peak season for electricity demand. The *Cool Savings Rebate* – an initiative of the OPA and available now - provides homeowners with rebates if they tune-up their central air conditioners, or towards the installation of ENERGY STAR®-qualified central air conditioning systems, programmable thermostats and furnaces equipped with electronically commutated motors.

“Everyone in Ontario needs to be concerned about electricity conservation,” said Peter Love, Ontario’s Chief Energy Conservation Officer. “I am pleased to see the continued expansion of programs that encourage Ontarians to take immediate action and reward them for doing so.”

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