

City of Hamilton joins Earth Hour campaign

HAMILTON , ON – January 30, 2008 – The City of Hamilton is confirming its participation in *Earth Hour*, a global campaign that began in Sydney, Australia to take action against climate change. The campaign promotes the simple action of turning off the lights for one hour beginning at 8:00 p.m. on March 29th to deliver a powerful message about the need for action on global warming. Hamilton joins other area municipalities, including Mississauga, Oakville and Toronto, to support this initiative and address climate change. Hamilton has set an energy reduction target of five per cent.

“I, the City and the people of Hamilton are happy to champion this worthy initiative,” said Mayor Fred Eisenberger. “By working together as a community to support Earth Hour and fight climate change we will demonstrate that we can all make simple, individual changes that will go a long way to creating a healthier, more sustainable community.”

The Earth Hour campaign is consistent with the City’s commitment to environmental responsibility and conservation. A Corporate Energy Policy was passed by Council in November 2007. It provides a road map and strategies for changing the way Hamilton manages its facilities and operations, bringing energy conservation and demand management to the forefront of the decision-making process. Specifically, the Energy Policy calls for targeted energy reductions in energy intensity of City-owned facilities and operations of 20 per cent by 2020.

Hamilton also came out on top in the *Voluntary Blackout Day Challenge* on August 14th, 2007, beating out several other Ontario municipalities. Together, Hamilton as a community cut energy consumption by 2.2 per cent and trimmed daily peak demand by about 3.2 per cent between the hours of 12:00 p.m. and 8:00 p.m. that day.

In addition to promoting Earth Hour to encourage the community and businesses to take part, the City of Hamilton will also be leading by example by turning off all non-essential lights and reducing energy consumption in the city’s corporate facilities on March 29th and will also be looking at other measures that may be implemented as part of the campaign.

Hamilton’s energy consumption from 8:00 p.m. to 9:00 p.m. on March 29th will be monitored and evaluated by **Horizon Utilities** and the Independent Electricity System Operator (IESO).