

## Media Release

### Horizon Utilities encourages children to think about having “power for tomorrow” with the donation of an interactive ‘powerWISE® Home’ to the YMCA Children’s Discovery Centre

(St Catharines, ON) November 15, 2007 – As one of its **kidzpower**™ community initiatives and part of its continuing support of the YMCA Children’s Discovery Centre, Horizon Utilities Corporation today premiered “Power for Tomorrow,” an animated video that brings to life the “powerWISE® Home,” a child-sized, interactive energy conservation model house.

Commissioned by Horizon Utilities and produced by Creative DVD of St. Catharines, “Power for Tomorrow” features original music and a cast of humorous, talking smart meters, light bulbs, and appliances that teach children why energy conservation is important and what they can do to conserve electricity in their homes. The model will augment the **Generation Conservation** curriculum-based energy conservation educational program that Horizon Utilities is sponsoring for Grade 5 students in St. Catharines and Hamilton.

Surrounded by Grade 4 students from Briardale School, St. Catharines’ Mayor Brian McMullan, and YMCA Board members, Horizon Utilities’ President and CEO, Max Cananzi, unveiled the powerWISE® Home saying: “Building a culture of conservation is key to ensuring a reliable supply of electricity in Ontario. At Horizon Utilities, we believe one of the most effective ways to create this culture is to educate children at a young age about the importance of energy conservation. Children are the consumers of the future and if we teach conservation in an interesting and interactive manner, they will retain that knowledge and use it for the rest of their lives.”

“Under our **kidzpower**™ brand, we are sponsoring **Generation Conservation**, a curriculum-based energy conservation program for Grade 5 students attending schools in St. Catharines and Hamilton,” noted Cananzi. “But learning needs to take place outside of the classroom too. The YMCA Children’s Discovery Centre makes for an exciting field trip for children of all ages and provides them with the opportunity to learn about electricity and conservation through the use of fun, hands-on exhibits.”

The three-level powerWISE® home features flip illustrations, 3-D components and simulations on conservation topics such as heating and cooling, lighting, and appliances. Creative DVD enhanced the model features through the use of an interactive video featuring a cast of animated characters who teach children about electricity and energy conservation. “Horizon’s animated Smart Meter is the lead character in the presentation and was a natural fit for the introduction of conservation concepts”, says Creative DVD President, Richard Dudley. Creative DVD also produced an original theme song entitled “Power for Tomorrow” for the video.



"Educating our children about energy conservation has never been more important," said Mayor McMullan. "By educating our young people we give them the knowledge to help make changes in their own homes and encourage energy conservation."

Greg Shupe, Board Chair, YMCA of Niagara, expressed thanks to Horizon Utilities for its wonderful contribution to developing healthy children and a healthy environment. "The YMCA Children's Discovery Centre is a place where children can be curious, learn through play and have fun! The powerWISE® Home and theatre offers an innovative way to do just that. As always, we are grateful for Horizon Utilities' continued support."

In a demonstration, Brian Smith, Manager of Conservation and Demand Management for Horizon Utilities showed the features to the children and adults alike. Then it was the children's turn to demonstrate their learning from the powerWISE® Home. "I'm always amazed at how quickly children learn what they need to do to conserve energy," said Smith. "Once they understand why energy conservation is important, they want to immediately take steps to improve things."

"We will know this new attraction is making a difference when children arrive home and start reminding their parents to turn off the lights," laughed Smith.

Through its support of the YMCA Children's Discovery Centre and by providing Generation Conservation, a curriculum-based educational program for Grade 5 students, Horizon Utilities Corporation is stepping out of the traditional role of a local utility company and is living up to its tag line, **Looking beyond ....** Through these efforts, the company is looking to the future and taking steps to start to create a new generation of citizens who understand the consequences of the wasteful use of energy and are committed to finding ways to conserve energy to improve the environment.

Details about **Generation Conservation**, the curriculum-based educational program for Grade 5 students sponsored by Horizon Utilities can be found at [www.horizonutilities.com](http://www.horizonutilities.com).

Horizon Utilities Corporation is the third largest municipally owned electricity distribution company in Ontario and provides electricity and related utility services to over 231,000 residential and commercial customers in Hamilton and St. Catharines. The company is owned by Hamilton Utilities Corporation and St. Catharines Hydro Inc. and operates out of facilities in Hamilton, St. Catharines, and Stoney Creek.

Horizon's employees are committed to delivering a safe and reliable supply of electricity, providing unparalleled customer value and helping to create a culture of energy conservation in Ontario.

Horizon Utilities Corporation is proud to be a founding member of powerWISE®, a brand created to promote energy conservation and reduce the demand for electricity in Ontario. powerWISE® is a joint initiative of the Ontario government and six of Ontario's largest electricity distribution companies. For more information, visit: [www.horizonutilities.com](http://www.horizonutilities.com) and [www.powerwise.ca](http://www.powerwise.ca).

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