



## Media Release

### City of Hamilton and Horizon Utilities distribute “SmartPaks” to over 5,000 students to help deliver water and electricity conservation message

**June 28, 2006 (Hamilton, ON)** --- An end of school year gift from the City of Hamilton and Horizon Utilities to over 5,000 students in the City of Hamilton will give children and their families some real tools to help them conserve both water and electricity.

The gift is called a “SmartPak” and one is being given to grade five and six students under the Hamilton Wentworth District School Board and the Hamilton Wentworth Catholic District School Board. The SmartPak is a backpack designed for school-age children and it’s jammed full of devices and information about how families can reduce their water and electricity use around the home.

The contents of the Horizon’s *powerWISE*<sup>®</sup> SmartPak, going to the grade six students, includes compact fluorescent light bulbs, a low-flow showerhead, a faucet aerator, hot water pipe wrap, a temperature gauge, and a Smart Guide containing energy saving tips. Also included is a game about energy use that the students can play on-line.

The City of Hamilton’s SmartPak, distributed to grade five students and designed to specifically promote water conservation, contains the same materials but instead of compact fluorescent light bulbs it includes two water leak detector tablets.

“The *powerWISE*<sup>®</sup> SmartPak is meant to be a kind of energy conservation starter kit for families,” said Brian Smith, Manager of Conservation & Demand Management, Horizon Utilities. “By delivering the energy conservation message through children, along with information and some preliminary tools, our hope is that families will talk about energy conservation and will work together to reduce their energy use. It’s a great project for families to work on over the summer when children are out of school and air conditioning use drives up energy costs”.

“As part of building a conservation culture in Ontario,” said Sandy Manners, Director of Corporate Communications for Horizon Utilities, “we must teach the importance of using energy wisely at an early age. Turning lights out when they leave a room or keeping doors closed when the air conditioning is on, are energy-saving techniques that even young children can learn. These *powerWISE* habits will serve them well for the rest of their lives.”

The *powerWISE*<sup>®</sup> SmartPak is black in colour and is embroidered with both the Horizon Utilities’ logo and the logo for *powerWISE*<sup>®</sup>, the brand created to promote energy conservation and reduce the demand for electricity in Ontario.

Horizon Utilities Corporation is proud to be a founding member of *powerWISE*<sup>®</sup>, 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).

**Horizon Utilities Corporation** is the third largest municipally owned electricity distribution company in Ontario and provides electricity and related utility services to over 230,000 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 340 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.

**For more information and to arrange a photo-op:**

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