



Hamilton



Media Release

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## Hamilton counts itself in for energy conservation challenge

*City of Hamilton calls on all residents to compete and conserve on August 14*

**HAMILTON, ON – August 4, 2009** — The City of Hamilton is confirming its participation in Ontario's upcoming *Count Me In!* Conservation Challenge Day from 8 a.m. to 8 p.m. on August 14<sup>th</sup>, the anniversary of the North American blackout in 2003. The *Count Me In! Challenge* was formerly known as the *Blackout Challenge*.

As part of the campaign, residents of Hamilton are being asked to pledge a commitment and to create a personalized conservation plan at [www.countmeinontario.ca](http://www.countmeinontario.ca), from now until Challenge Day, Friday, August 14. All Ontarians who take the *Count Me In!* pledge will also have the chance to win one of three grand prizes and are eligible for daily prizes from now until Challenge Day.

Last year, Hamilton placed second out of 38 participating Ontario municipalities by successfully reducing energy consumption by 2.9 per cent and trimming peak demand by 5.2 per cent - equivalent to taking between 5,000 and 6,000 homes completely off the electricity grid.

"We know that the effects of global warming and climate change are reversible," said Mayor Fred Eisenberger. "When each of us does our part, we can make a big difference. Let's work together to achieve impressive energy reduction results again this year!"

As a participant, Hamilton will be competing in two different categories:

- The highest percentage drop in electricity consumption on August 14, and
- The highest per capita participation in the *Count Me In!* pledge drive.

Results of the province-wide Challenge Day will be announced at the AMO Annual Conference on August 19<sup>th</sup> in Ottawa.

"Horizon Utilities is pleased to see the City of Hamilton take on this challenge to help encourage a culture of energy conservation in the community," said Horizon Utilities' CEO, Max Cananzi. "If everyone will commit to turning off a few lights, setting their air conditioner at 26°C or higher for the day, or hanging their laundry out to dry, we should see a big difference in energy demand."

Horizon Utilities offers a number of other ways residents can reduce their consumption. These include:

- If possible, turn off air conditioners between 8 a.m. and 8 p.m.
- If air conditioning is necessary, set temperature at 26 °C or higher
- Turn off lights, computers, sound systems and TVs when not in use
- Replace incandescent bulbs with fluorescent lights
- Take the stairs instead of the elevator
- Barbecue instead of using the stove or oven
- Dry laundry outdoors

The *Count Me In!* Community Challenge was issued to municipal leaders across the province on June 3 by Woodstock Mayor, Michael Harding. The City of Woodstock has played a leadership role among Ontario municipalities over the past few years encouraging energy conservation with its August 14 Blackout Day initiative. This year, Woodstock has been joined by the Ontario Power Authority, the Independent Electricity System Operator, the Association of Municipalities of Ontario, and the Electricity Distributors Association to create the *Count Me In!* Community Challenge Day. More information is available at [www.countmeinontario.ca](http://www.countmeinontario.ca).

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