



JOIN THE
movement



NEWS RELEASE
Attention: News Desk/Lifestyle Editors

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GO GREEN, STAY COOL THIS SUMMER

CAMBRIDGE, Ont. July 14, 2009: Temperatures may be rising, but this summer it's the **peaksaver[®] Neighbourhood Challenge** that will really heat things up. Kicking off tomorrow, July 15, 2009, the challenge invites all residents of Waterloo Region and the City of Guelph to reduce their energy demand by signing up for a free **peaksaver** thermostat. Participating households could earn shade trees for their local neighbourhood and potentially win a \$500 gift certificate for a local bike shop. The challenge was initiated by a consortium of local hydro distribution companies, including Cambridge and North Dumfries Hydro Inc., Guelph Hydro Inc., Kitchener-Wilmot Hydro Inc. and Waterloo North Hydro Inc.

"Going green has never been so cool, or so easy," said John Janzen, spokesperson for the consortium. "While we want to create a sense of excitement, ultimately our goal is to bring area residents together for a great cause – the environment. The **peaksaver Neighbourhood Challenge** is a great way to accomplish both."

Running until September 15, 2009, the **peaksaver Neighbourhood Challenge** is open to all households that have central air conditioning and are customers of one of the four participating local hydro distribution companies. By enrolling in **peaksaver**, residents will have a peaksaver thermostat installed in their homes for free – a value of \$400! Once installed, the **peaksaver** thermostat will enable the central air conditioner to receive a signal that will cycle it down slightly, which may increase a home's temperature by 1° or 2°C for short periods of time. The adjustment will only occur Monday to Friday, typically between 1:00 p.m. and 6:00 p.m., and never on weekends or holidays.

As part of the **peaksaver Neighbourhood Challenge**, for every 10 households in each neighbourhood that enrol in **peaksaver** between July 15 and September 15, one tree will be planted in their community. Additionally, everyone who enrolls in the **peaksaver Neighbourhood Challenge** by September 15, 2009 will be entered into a draw for a chance to win one of four \$500 gift certificates for a local bike shop.*

"The **peaksaver Neighbourhood Challenge** offers everyone an opportunity to benefit – individual residents, community neighbourhoods and the environment," concluded Janzen. "We're hoping that by the challenge's end, we will have reduced our energy demand – and have seen many of our local communities join the peaksaver movement!"

For more information about **peaksaver** and the **Neighbourhood Challenge** visit www.peaksaverchallenge.com or contact Sarah Brown at Quarry Integrated Communications: 519-743-4300 ext. 2427 or sbrown@quarry.com. For your convenience we've attached an image of the **peaksaver** thermostat. In addition, the **peaksaver Neighbourhood Challenge** spokesperson is available for comment upon request.

Note that in order to qualify for the benefits of the **peaksaver Neighbourhood Challenge** you must have the **peaksaver** thermostat installed in your home between July 15 and September 15, 2009.

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