



**MEDIA  
RELEASE**

*June 27, 2007*  
For Immediate Release

## **Thunder Bay Hydro Decides to Pay Customers to Use Less**

Thunder Bay, ON – Have you ever heard of company that was paying customers to buy less of its product?

As part of the overall strategy to reduce electricity consumption in the province, Thunder Bay Hydro will be delivering a Summer Savings program for the Ontario Power Authority that will compare 2007 residential electricity usage with 2006 numbers. Those customers who qualify and cut their consumption by at least 10% during July and August will receive **an additional credit** on a subsequent electricity bill.

“We hope to see 20% of our customers seriously attempt to reduce electricity consumption this summer. They have the potential to receive up to \$180,000 in credits provided by the Ontario Power Authority,” says Robert Mace, President of Thunder Bay Hydro. “By taking advantage of this incentive, the people of Thunder Bay can play an important role in using electricity wisely and reducing peak electrical demand over the critical summer months.”

The Summer Savings program will run from July 1, 2007 until August 31, 2007. All residential customers, who have a 12-month billing history at their current address and continue to do so for the duration of the program, will be automatically enrolled. They only need to start conserving right away.

Household electricity consumption can be further lowered when residents participate in “The Great Refrigerator Roundup.” The Great Refrigerator Roundup has a goal to remove 400 older, inefficient fridges from the local electricity system. Refrigerators collected through this program will be disposed of in an environmentally safe manner, resulting in a significantly reduced contribution to local land fill. This program will run from June 15 to December 31<sup>st</sup>.

The two campaigns will be kicked off tonight during the opening of Summer In the Parks. Thunder Bay Hydro will be trading 1000 Compact Fluorescent Lamps for standard lightbulbs as they encourage people to conserve electricity this summer. More information about the conservation programs can be found at [www.tbhydro.com](http://www.tbhydro.com).

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For More Information -  
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Thunder Bay Hydro  
Office (807) 343-1141 (on site at Marina Park til 9 pm)

FAQ Backgrounders to follow

## **BACKGROUND INFORMATION**

### **Paying Customers to Use Less cont'd**

#### **CFL Exchange**

Thunder Bay Hydro will exchange up to two regular incandescent bulbs for up to two energy efficient CFLs. CFLs provide the same light but use 75% less energy.

Exchange will begin at 6:30 pm at the white hydro tent in Marina Park. Thunder Bay Hydro is a Silver Sponsor for Summer in the Parks.

#### **Summer Savings<sup>OM</sup>**

The *Summer Savings* rebate is based on a highly successful pilot project run by Toronto Hydro last year. Thunder Bay Hydro customers don't need to do anything to enroll. All eligible residential customers are automatically enrolled.

Conditions are that:

1. They receive an electricity bill from Thunder Bay Hydro directly (i.e. it's not included in rent or condo fees) or they receive a bill from a retailer
2. They have 12 months of billing history at their current address
3. They will have an active account at this premises during the full duration of the program.

There are 45,000 residential customers. If 20% of them participate and are successful at conserving at least 10% of their summer they will receive ~\$180,000 in credits. Funding for this comes from the Ontario Power Authority.

#### **The Great Refrigerator Roundup<sup>OM</sup>**

This program is unique in that the Ontario Power Authority will arrange pick-up and environmental disposal of all qualifying units within the customer base of participating utilities.

To qualify, refrigerators must be at least ten years old, 10 cubic feet or larger, and plugged in and working at the time of pick-up. They must also be located at a single-family residence (including, townhouses, duplexes, triplexes or four-plex buildings. Residences that do not meet these criteria may be eligible at a later date.) within the service area of an electricity distributor.

Old, working chest freezers and window AC units are also valid for this offer provided they are picked up in conjunction with a fridge.

Customers need to call Ontario Power Authority Customer Care Centre at 1-877-797-9473 to make arrangements for pickup. More information is available at <http://www.everykilowattcounts.com/roundup> .

#### **About the Ontario Power Authority**

In pursuit of its mandate of ensuring an adequate, long-term supply of electricity for Ontario, the OPA creates and implements conservation and demand management programs, ensures adequate investment in new supply infrastructure, performs long-term electricity system planning, and facilitates the development of a more sustainable and competitive electricity system.

The Ontario Power Authority is funding these local initiatives.

<sup>OM</sup> OPA, Every Kilowatt Counts, The Great Refrigerator Roundup, and Summer Savings are official marks of the Ontario Power Authority. Used under license.

