



**MEDIA
RELEASE**

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For Immediate Release

Thunder Bay Hydro Customers Exceed Conservation Targets

Thunder Bay, ON – Residential electricity customers from the city of Thunder Bay exceeded the targets set for them in the recent Summer Savings campaign run by Thunder Bay Hydro. In June, Thunder Bay Hydro announced that it would pay customers to use less of their product. This was done to encourage electricity conservation during summer months when electrical demand across the province is at a peak. A target of 20% was set for the number of customers to participate by reducing their electrical usage by at least 10% and then qualify for rebates on their electricity bill.

Finalized numbers show that 10,802 or **almost 25%** made enough effort to qualify for the rebates. Rebates totaling \$147,000 will be issued in the next two months. Rebates will be seen as credits on residential electricity bills and range anywhere from \$2.00 - \$80.00.

In another conservation program, The Great Refrigerator Roundup, city customers removed over 800,000 kWh of electricity consumption when, as of November 15th, they turned over 600 old energy hogging appliances to be disposed of in an environmentally safe manner. The target was 400 roundups. This program will continue until the end of 2010. Here is what was removed from our city residents:

Number	Appliance Type	Average Consumption for older models
491	Refrigerators	1,400 kWh per year
106	Freezer	813 kWh per year
3	Window Air Conditioners	600 kWh per 3 month season

Winner of the Summer Savings Quiz draw is Jackie Aitkens. She won a new ENERGY STAR® model to replace an old freezer.

Currently the Conservation and Demand Management program at Thunder Bay Hydro is offering rebates for the purchase of new ENERGY STAR® refrigerators and clothes washers. Details are available where major appliances are sold.

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For More Information -
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