

March 31, 2008
For Immediate Release

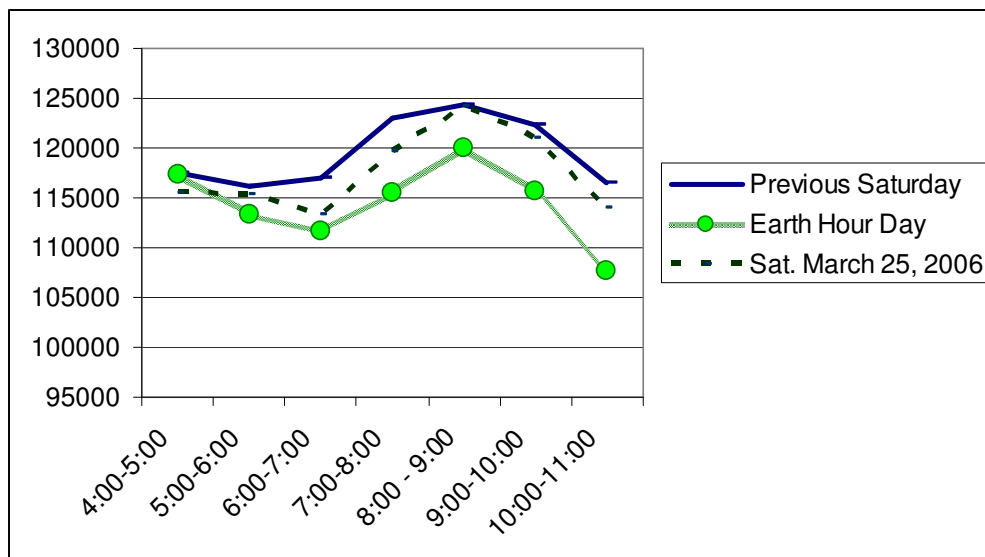
Hydro Use Down Slightly During Earth Hour

Thunder Bay, ON - Thunder Bay electricity load saw a 3.42% drop during this weekend's Earth Hour compared to the week previous. However, loads were 5.49% lower during the following hour using the same comparison. This may account for lag time in people remembering to observe the request to reduce excess lighting.

"We chose to compare the hour with the week previous because we were experiencing similar light conditions and a temperature that hovered just above freezing as well. In Thunder Bay, our sunset took place well into earth hour so our previous week comparison would be more appropriate than comparing our numbers to either the hour previous or after the official Earth hour," says Bill Willis, Supervisor of Conservation and Energy Services at Thunder Bay Hydro.

While this is a minor drop, it does account for a fairly significant number of participants who would have turned off their excess household lighting during a timeframe that traditionally people are turning on their lights. Historically, electricity loads hold a consistent pattern for the three hours before, during and after a sunset. As the sun sets, loads go up. Within an hour after the sun has set, loads begin to go down as people gear down their activity.

In the following graph, electricity load patterns are shown for the last Saturday night in March where similar temperature conditions were found. While patterns for the day were consistent, Earth Hour day began to differentiate itself at the supper hour.



For More Information -
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