



MEDIA RELEASE

June 11, 2008
For Immediate Release

Thunder Bay Hydro Wins Prestigious National Award

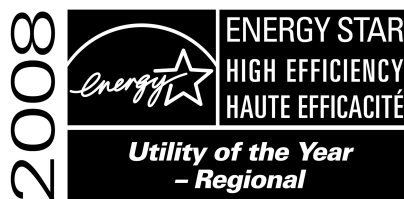
Thunder Bay, ON - The Government of Canada contributed to the celebration of Clean Air Day last week by awarding eight Canadian organizations with the 2008 ENERGY STAR® Market Transformation Awards for exceptional work in marketing energy-efficient products. ***Thunder Bay Hydro was awarded the 2008 ENERGY STAR® Utility of the Year – Regional.***

“I am thrilled to see that the electricity conservation effort that we have put forth for our customers was found to be outstanding among our peers,” says Tim Wilson, Vice-President of Customer Service and Conservation. “We recognized the power of the Energy Star branding and have worked hard to ensure that our customers would be able to make full use of this tool. It is a pleasure to see our work recognized at the national level.”

Thunder Bay Hydro’s application highlighted its presentations in local schools, provision of CFL lightbulbs within the community, and local initiatives such as rebates for intelligent parking lot controls and new energy efficient appliances. In the past year, the local distribution company has also worked hard to ensure that up to date education materials are available to their customers both in their offices, at community displays and online.

The annual ENERGY STAR Market Transformation Awards are part of a group of ecoENERGY Efficiency awards supported by the Government of Canada to celebrate best practices and innovation in energy efficiency in all sectors of the economy. The international ENERGY STAR symbol is a simple way for consumers to identify products that are among the most energy-efficient on the market. Only manufacturers and retailers whose products meet the ENERGY STAR criteria can label their products with this symbol.

The awards comes with the exclusive right to use the following symbol:



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