



Climate Change Central

News Release

Rebates offered for switching to high-efficiency clothes washers

Calgary – September 15, 2005 -- Albertans can receive a \$50 cash rebate when they upgrade their washing machines to a high-efficiency, ENERGY STAR[®] qualified model.

The *Soak Up the Savings* program, a partnership between Climate Change Central, the Alberta Government, Natural Resources Canada and the City of Calgary, offers a time-limited cash incentive to Albertans who replace and recycle their old clothes washers with a water- and energy-efficient model.

“Water is blue gold and saving energy simply makes sense-cents for Alberta consumers,” said Alberta Environment Minister Guy Boutilier, co-chair of Climate Change Central. “Manufacturers, installers and consumers all stand to benefit from this program which clearly shows that sensible environmental choices can also benefit Alberta’s vibrant economy.”

“This rebate will help encourage Canadians to make the right choice for the environment using improved technology,” said the Honourable R. John Efford, Minister of Natural Resources Canada (NRCan). “We’ve asked Canadians to take the One Tonne Challenge and reduce their emissions by 20 percent or one tonne. Upgrading to an energy efficient clothes washer is one good way to do it.”

Calgary residents may be eligible for an additional \$50 rebate from the City of Calgary. Manufacturers and retailers may also supplement the rebate with additional point-of-purchase incentives.

On an annual basis, an average family of four may save up to \$150 on utility costs, 33,000 litres of water and reduce greenhouse gas emissions by one tonne by upgrading a standard clothes washer to an ENERGY STAR-qualified front-loading model.

“The rebate plus energy and water savings make high-efficiency clothes washers a smart economic and environmental choice,” said Simon Knight, vice president of Energy Solutions Alberta, the energy efficiency office of Climate Change Central.

Only qualifying machines purchased between September 15 and December 15, 2005 are eligible for the rebate. Rebates will be issued on a first-come, first-served basis.

For more information or to get an application form, visit www.energysolutionsalberta.com, or call 1-866-372-0999 or visit your appliance retailer.

Energy Solutions Alberta is the energy efficiency office of Climate Change Central, a private-public partnership established as a catalyst for and coordinator of activities by individuals, businesses, institutions and governments to reduce greenhouse gas emissions in Alberta.

Government of Canada funding for this project is built into the existing financial framework. These initiatives help enhance our quality of life by supporting knowledge, innovation and technology in the natural resources sectors, which are vital to Canada's economy and society. They also advance the Government of Canada's commitment to reducing greenhouse gas emissions related to climate change, and strengthen the foundations of Canadian life, building a 21st-century economy and ensuring Canada's place in the world.

The One-Tonne Challenge is a Government of Canada campaign that calls on all Canadians to reduce their greenhouse gas (GHG) emissions by one tonne – about 20 per cent per year. For practical ideas on how you can meet the one-tonne goal, get a copy of Your Guide to The One-Tonne Challenge by visiting www.climatechange.gc.ca/onetonne or calling 1-800-O-Canada.

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