

For immediate release  
June 29, 2006

## **Conservation Bureau Launches Summer Message Program**

*"It's Up 2 You" campaign targets Toronto businesses and residents, recommending there are better ways to keep cool than turning down your air conditioner.*

TORONTO – This summer, Toronto residents and businesses are being urged to turn up their air conditioners 2 degrees, wait to use their major appliances after 8 p.m., and make smart energy choices. A new media campaign, launched today by Laurel Broten, Minister of the Environment, and Peter Love, Ontario's Chief Energy Conservation Officer, will help reduce Toronto's peak demand and save electricity users' money.

The "It's Up 2 You" campaign addresses the individual choices that people can make, the sum of which can add up to reduced electricity demand. The campaign asks Toronto businesspeople to "lighten up" and wear cooler clothing as well as blanketing the city's radio airwaves with a series of light messages urging behavioural change. The campaign is being supported by both the Toronto Board of Trade and the Building Owners and Managers Association of The Greater Toronto Area (BOMA).

"Conservation only works when everyone gets involved," said Minister Broten. "By making smart energy decisions at work and at home, we will help ensure that Ontario has cleaner air to breathe and a healthier environment for future generations."

"Our goal is to create a culture of conservation," said Love. "The people of Ontario are looking to Toronto business for leadership. Their participation ensures our goal is a collaborative effort. Everyone needs to do his or her part. It really is - up to you - a series of individual actions to use less electricity this summer."

BOMA members are being approached to set their thermostats 2 degrees higher, turn off unnecessary lights, and promote more casual, cooler business attire.

"This is a great way to keep cool," said Glen Grunwald, President, Toronto Board of Trade. "Toronto businesses can really make a difference. There are better ways to keep cool than turning down the air conditioning."

"The rest of Ontario is looking at Toronto and asking, what are those business towers doing to conserve electricity?" said Chuck Stradling, Executive Vice President, BOMA. "BOMA is working with the Conservation Bureau to answer this question. The "It's Up 2 You" program captures many of the initiatives that Toronto businesses are already doing and gives them a platform to do that much more."

A series of light-hearted radio ads will remind Torontonians to turn up the thermostat and use other effective conservation measures. In one ad, the narrator asks, "Is the reason compact fluorescent light bulbs keep your house cool because they look like soft serve ice cream cones?" Peter Love's answer, of course, is no. The cool snack notion, however, also hit the downtown core today with a vengeance. Immediately after the media conference, 20 members of the "It's Up 2 You" Cool Crew began distributing 5,000 Popsicles in Toronto's downtown core.

The Conservation Bureau is a division of the Ontario Power Authority. It was established in 2005 to develop, coordinate and stimulate electricity conservation and demand management by planning, designing, and implementing comprehensive programs that foster a culture of conservation across the province.

- 30 -

Contacts:  
Barton Sala  
Conservation Bureau  
Ontario Power Authority  
416-969-6009