



**Énergie NB Power**

---

Groupe Group

## Press Release

March 25, 2008

### **NB Power Launches First Annual Earth Day Conservation Education Challenge**

**Fredericton N.B.** – NB Power is pleased to announce the launch of the first annual Earth Day Conservation Education Challenge for New Brunswick grade six classes. The challenge is for students to demonstrate how their class would take measures to conserve electricity.

“The Earth Day Conservation Education Challenge is an important component of our overall commitment to the stewardship of New Brunswick’s environment,” said David D. Hay, NB Power President and CEO. “It also supports the growth and education of students across the province and allows them to think critically about ways they can make an impact in protecting the environment.”

The top 20 entries will receive an Earth Day award of \$1,000. This award will be presented on April 22<sup>nd</sup>, 2008, which is designated as Earth Day.

The contest details are as follows:

- The project must be a class effort
- The contest is open to grade six classes in New Brunswick only
- All projects must be received by NB Power by April 7<sup>th</sup>, 2008
- The winning classes must use their \$1,000 for class-related activities
- NB Power encourages students to think creatively on not only the project but also how it will be submitted

“We are proud to partner with the local school districts in raising awareness on the importance of conservation,” said Darren Murphy, Vice President of Distribution and Customer Service. “Through this contest, students can offer creative solutions on things we can all do to conserve electricity at home, at work or at school.”

The NB Power Group employs almost 2,500 New Brunswickers and consists of a holding company and four operating companies. The Group operates one of North America’s most diverse networks of generating stations consisting of nuclear, hydro, coal, oil and diesel powered stations, with an installed net capacity of 3,959 MW. The NB Power Group is committed to providing safe, reliable and efficient power to its more than 370,000 customers in New Brunswick.

- 30 -

**MEDIA CONTACT:** Heather MacLean, Manager, Media Relations (506) 458-6618 or  
e-mail [hemaclean@nbpower.com](mailto:hemaclean@nbpower.com)