



For Immediate Release  
March 23, 2010

## **MISSISSAUGA READY TO POWER DOWN FOR EARTH HOUR!**

(Mississauga, ON) – Earlier this month, Enersource challenged local residents and businesses to tell us their plans for Earth Hour. Below is a sample of the best and brightest ideas we received. Be inspired. Get involved. Have fun and conserve!

### **Residential**

#### *Stargazing Party*

The Stargazers' Group of Mississauga is hosting a party at Saddington Park (weather permitting) beginning at 8:30 p.m. The event, taking place close to the lake, has low light pollution and provides for an excellent view of the night sky.

#### *Candlelit Walk*

The Green Team at Erin Mills United Church is hosting its Third Annual Earth Hour event from 8:00 – 9:30 p.m. Festivities will include a candlelit walk around the neighbourhood, stargazing and refreshments for the whole family.

#### *Neighbourhood Potluck*

One Mississauga family will be hosting a potluck dinner with neighbours, featuring only locally made foods. Attendees will be asked to submit their home energy-savings plans for the following year and in return, will be entered into a raffle to win fun prizes.

### **Business**

A number of large businesses throughout Mississauga will be showing their support for Earth Hour by reducing all non-essential lighting including signage and outdoor lights. Participants include: *Pratt & Whitney Canada, Greater Toronto Airports Authority (GTAA), Morguard, GWL Realty Advisors and the International Centre.*

#### *AstraZeneca Canada*

In addition to turning off all exterior lighting, AstraZeneca will be encouraging employees to participate in Earth Hour through an internal awareness campaign. As part of the organization's 'Conserve & Protect' program, security guards on-site will be on the lookout and will shut off any electronic equipment left on by staff. A new lighting system upgrade will also help AstraZeneca save 150,000 kWh annually moving forward.

#### *Sandalwood Suites Hotel Toronto Airport*

For the third year in a row, Sandalwood Suites will be turning off all non-essential lighting and reducing HVAC operations in areas not in use such as meeting and conference rooms. Posters around the hotel will alert customers about Earth Hour activities and guests will be asked to show their support and reduce their consumption during this hour when checking in.

## Quotes

“The response has been great – we’ve received a number of creative suggestions from local residents and businesses,” said Dan Pastoric, Executive Vice President & COO, Enersource Hydro Mississauga. “People are committed, they’re excited to participate in Earth Hour and it shows.”

“Enersource is pleased to do our part for the planet,” added Pastoric. “Earth Hour is a great way to increase awareness about the simple and inexpensive ways our customers can conserve year-round.”

## What is Earth Hour?

A global initiative that started in 2007, Earth Hour calls on communities across the globe to show their commitment to raising awareness about climate change and energy conservation by turning off their lights for one hour.

In 2009, people around the world showed their support for the planet, with over 88 countries participating in Earth Hour. Locally, Mississauga reduced its electrical demand by 9.8 per cent.

Tell us your great ideas by emailing [earthhour@enersource.com](mailto:earthhour@enersource.com)

For more great ideas to conserve during Earth Hour, visit: [www.enersource.com/earthhour](http://www.enersource.com/earthhour) or follow us on Twitter at: [www.twitter.com/enersourcenews](http://www.twitter.com/enersourcenews)

## Enersource

Enersource Corporation is a diversified energy and technologies company focusing on quality of service in the distribution of electricity, delivery of electricity conservation programs and smart metering solutions. The Corporation is 90 per cent owned by the City of Mississauga, and 10 per cent owned by BPC Energy Corporation (Borealis), a subsidiary of the Ontario Municipal Employees Retirement System.

For more information:

Michelle Pennell  
Enersource  
(905) 283 - 4295