

Mississauga Sees a 6.9 Per Cent Reduction During Earth Hour 2010

Mississauga, Ontario - Sunday, March 28, 2010 The City of Mississauga and Enersource announced a 6.9 per cent reduction in Mississauga's electricity demand during Earth Hour on Saturday, March 27, 2010 from 8:30 to 9:30 p.m.

"This is a great result for our City and it shows that our residents and businesses really care about the environment. I'm very pleased with the success we have seen with this initiative," said Ward 11 Councillor George Carlson, Environmental Advisory Committee (EAC) Chair. "This is the third year Mississauga has participated in Earth Hour and our first year hosting an event. We saw a huge increase in the involvement of our citizens over last year. I think people got the message that the fight against climate change is one we have to continue year round."

In addition to the drop in electricity use for Mississauga, the City received over 10,000 hits to the Earth Hour webpage and hosted over 400 residents at the Civic Centre during Earth Hour.

"We're pleased that local businesses and residents accepted Enersource's challenge to get involved and do their part to support Earth Hour," said Dan Pastoric, Executive Vice President and COO, Enersource Hydro Mississauga. "Everyone really got into the spirit of the event and that speaks volumes for Mississauga's commitment to conservation."

In 2008, Mississauga had 3.6 per cent reduction in electricity demand during Earth Hour and a 9.8 per cent reduction in 2009. For more information about the City of Mississauga's environmental programs and events, please visit www.mississauga.ca/environment. For Enersource's energy conservation programs and tips, please visit www.enersource.com.

As Canada's sixth largest city, Mississauga is home to 730,000 residents and 55,000 businesses, including 61 Fortune 500 companies with Canadian head offices or major divisional head offices. A diverse, progressive and award-winning municipality located on the shores of Lake Ontario in the heart of the Greater Toronto Area, Mississauga is one of Greater Toronto's Top 90 Employers for 2010. Enhancing its citizens' quality of life by providing superior services, revitalizing its infrastructure and conserving the environment, Mississauga is committed to innovation, operational excellence and fiscal responsibility which is reflected in its motto: "Leading Today for Tomorrow."

Media Contact:

Gary Williams, Public Affairs Specialist

Communications Division, City of Mississauga

905-615-3200 ext. 3940

gary.williams@mississauga.ca