



# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

**March 27, 2010**

## PowerStream reports 9.1 percent reduction for Earth Hour 2010

*Utility's percentage for service territory slightly down from previous year's results*

**YORK REGION & SIMCOE COUNTY, ON** – Earth Hour 2010 saw thousands of PowerStream customers, in the nine municipalities served by the electric utility, indicate their willingness to help fight climate change by turning off their lights for 60 minutes to reduce electricity consumption.

PowerStream's System Control reported a service territory-wide 9.1 percent electricity consumption reduction between 8:30 p.m. and 9:30 p.m. on Saturday\*. This was down slightly from the 10 percent reduction achieved collectively last year by customers in PowerStream's service territory during Earth Hour 2009. According to the Independent Electricity System Operator (IESO), the Earth Hour results this year were somewhat muted across the province due to colder temperatures and the need for more electricity to heat homes.

The 2010 results represented a savings of 43.3 megawatts (MW) in peak demand, or enough electricity to power 721 average-size homes over a 24-hour period. The reductions achieved per municipality in 2010 were as follows:

Municipality	% Reduction*	MW Reduction*
Aurora	13.0%	4.1 MW
Barrie	6.8%	3.3 MW
Bradford West Gwillimbury	11.4%	1.1 MW
Essa (Thornton)	13.4%	0.1 MW
Markham	10.2%	14.9 MW
New Tecumseth	7.4%	0.8 MW
Penetanguishene	6.6%	0.2 MW
Richmond Hill	14.5%	5.8 MW
Vaughan	7.0%	13.1 MW
PowerStream Service Territory	9.1%	43.3 MW

\* (in comparison to a typical consumption pattern normally experienced on a similar type of day, taking into consideration hour of the day, time of year and weather).

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PowerStream also supported Earth Hour 2010 in several other ways. In addition to powering down the lights at its three work locations in Barrie, Markham and Vaughan, the company also was the presenting sponsor of the Barrie Earth Hour Music Festival and provided sponsorship support to the Woodbridge Earth Hour Lantern Walk.

“Earth Hour is a symbolic event for residents to show their support to help fight climate change and shed light on how we can all make a difference by reducing our electricity consumption,” said Brian Bentz, President and CEO of PowerStream. “We are pleased with our customers’ response as participants in this global event.”

### **About PowerStream**

PowerStream is the second largest municipally-owned electricity distribution company in Ontario, providing service to more than 320,000 customers residing or owning a business in communities located immediately north of Toronto and in Central Ontario. The communities served include Alliston, Aurora, Barrie, Beeton, Bradford West Gwillimbury, Markham, Penetanguishene, Richmond Hill, Thornton, Tottenham and Vaughan. PowerStream is an incorporated entity, jointly owned by the City of Barrie, the City of Vaughan and the Town of Markham.

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