

Inter-Active CD Promotes Energy Conservation in Orangeville

Providing electricity customers with the educational tools that will help them conserve is critical to instilling the concept of conservation in the minds and habits of Ontarians. At Orangeville Hydro they realized that getting the 'conservation word' out to their customers in an innovative and effective way was key. With this in mind, they came up with an idea that not only provides Orangeville residents with information about electricity conservation, but also gives electrical safety tips and local information as part of one CD package.

Orangeville Hydro's interactive multi-purpose CD was produced and distributed to residents in the Greater Dufferin area late this spring.

Entitled, "Community & Energy," the CD was distributed to customers in an insert in the Orangeville Banner newspaper. To provide information about the new CD a


feature article on Orangeville Hydro's initiative was featured in that day's issue of the community paper. 10,000 CDs were distributed. The CDs have also been made available at the Orangeville Public Library and Town Hall.

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"I think it's excellent, it has got just an enormous amount of information," says George Dick, president of Orangeville Hydro.

"We wanted to get something in the public's hands that they could actually use and hang on to."

The CD contains sections on Energy and Heat Saving Tips, Energy Use and a Cost Calculator, conservation and safety information for children, and links to all kinds of community information, to name a few of the resources contained on the CD. ■



Orangeville Hydro Ltd. serves just over 9,000 customers with an electrical distribution system consisting of 130 kilometres of circuits. Orangeville Hydro Ltd. is wholly owned by the Town of Orangeville.

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