



Challenge Day Winners' Presentation, August 19, 2009. From left to right: Peter Hume, AMO President; Hon. George Smitherman, Minister of Energy and Infrastructure; Brian Bentz, EDA Vice Chair; Ken Kozlik, IESO COO; Woodstock Mayor Michael Harding; James Brohm, Sioux Lookout City Councillor; and, Colin Andersen, OPA CEO. (Photo Courtesy of OPA)

# Community Challenge Day Raises Awareness of Energy Conservation and the Power of Collective Action

The winners of the August 14th *Count Me In! Community Challenge Day* were announced at the Association of Municipalities of Ontario (AMO) annual conference in Ottawa on August 19th.

The City of Kingston was awarded the distinction of the community with the highest percentage drop in electricity consumption with a decrease of 7.8%. Kingston is serviced by Kingston Hydro Corporation. Sioux Lookout won in the highest per capita participation, at 11.4%, as part of the *Count Me In!* pledge drive. Sioux Lookout is serviced by Sioux Lookout Hydro Inc.

"Understanding the power of collective action and the accumulative effect that individual conservation actions can have, will help us reduce our environmental footprint and ensure a more sustainable energy future for all Ontarians," said EDA Vice Chair, Brian Bentz

who was on hand for the winners' announcement in Ottawa. "Nothing is more inspiring than grassroots community action. What better way to promote conservation awareness than through a friendly Mayoral challenge and a good natured competition that brings out the best in community pride."

Eighty three municipalities participated and 20,277 individuals made their pledges to conserve as part of the pledge drive.

*Challenge Day* was the final element of the 2009 energy conservation campaign, beginning with a *Leadership Summit* on April 23rd, and followed by *Energy Conservation Week*, from May 17 to 23. Over 175 conservation-related events were held across the province in conjunction with *Energy Conservation Week*.

The *Count Me In! Community Challenge Day* is an extension of the Blackout Day Challenge

developed by the City of Woodstock with support from the Blackout Day Group. *Count Me In!* was organized by the Ontario Power Authority in conjunction with Mayor Michael Harding of Woodstock and was supported by the Ministry of Energy and Infrastructure, the Electricity Distributors Association, the Association of Municipalities of Ontario, Hydro One, and the Independent Electricity System Operator, which assessed the outcome of the percentage reduction in megawatt consumption (MWh) challenge.

For more information on community category standings: [www.countmeinontario.ca](http://www.countmeinontario.ca).