

Ottawa River Power Challenges its Residential Customers to Reduce Consumption by 10%



Ottawa River Power Corporation launched its Residential Energy Challenge in May 2005 as a customer awareness and education program. The nature of the program is to challenge customers to reduce their consumption year over year by 10%.

The incentive for meeting the 10% reduction goal is the chance to win \$5,000 worth of Energy Star appliances, or lighting, or envelop improvements (installation, etc.). Twelve runner-up prizes are also available and provide \$500 in energy efficient products and services. Each Customer received compact fluorescent bulbs when they signed up for the program.

Customer information, education and awareness about energy conservation has been accomplished in a number of different ways, including:

- Energy conservation bill inserts to customers;
- Newspaper and radio advertising;

- Shopping mall and Fair displays;
- Newspaper articles;
- Energy Meter loans to local libraries for distribution to customers;
- A conservation segment in local elementary schools with a prize draw for sign-ups;
- Celebrity conservator sign up with Mayor Jacyno; and
- Public speaking engagements at service groups.

The program runs through to the end of 2006.

The Ottawa River Power Corporation was formed November 2000 with the Pembroke Hydro, Beachburg Hydro, Killaloe Hydro and Mississippi Mills Hydro, amalgamating together to form the Ottawa River Power Corporation. The Board of Directors consists of seven directors, four of which are appointed by the City of Pembroke and one from each of the other municipalities.

WHEN IT COMES TO ARC FLASH/ELECTRICAL SAFETY...



COMPLACENCY IS A KILLER
GET ON THE RIGHT TRACK

REGISTER TODAY
 1-877-640-0948
 FAX: (905) 686-1078
www.electricityforum.com/forums/arcflash.html



**Canada's Leader
 In Electrical Safety
 Training**

Coming To A City Near You!

ARC FLASH/ELECTRICAL SAFETY FORUMS

TORONTO, ON	September 11-12, 2006
OTTAWA, ON	September 13-14, 2006
SAINT JOHN, NB	September 14-15, 2006
HALIFAX, NS	September 18-19, 2006
ST. JOHN'S, NL	September 20-21, 2006
CALGARY, AB	September 21-22, 2006
EDMONTON, AB	September 25-26, 2006
VANCOUVER, BC	September 27-28, 2006

