



## Festival Hydro Delivers Energy Savings to their Small Business Customers

**Stratford, Ontario – October 20, 2008.** Starting today, non food service small businesses served by Festival Hydro may be eligible to receive up to \$1,000 worth of free energy-saving products and services through the *Power Savings Blitz*; a program offered by Festival Hydro in partnership with the Ontario Power Authority. The program is designed to help local businesses save money on electricity costs and support the province's conservation goals.

"The towns we serve are built on the success of small businesses," said Bill Zehr, President of Festival Hydro. "The *Power Saving Blitz* will help this sector continue to flourish by saving it money, increasing its competitive edge and helping the environment through reduced energy consumption all at the same time."

Over the next few weeks representatives from Festival Hydro will introduce the *Power Savings Blitz*. All eligible businesses will be offered a free energy audit that will identify energy efficient upgrade opportunities. The first 80 qualifying businesses that agree to proceed with the upgrades will each receive up to \$1,000 worth of energy efficiency improvements, free of charge.

"This program was designed with the small business owner's needs in mind," said Zehr. "Our aim was to make a simple program that helped both the small business sector and the environment – and that is what we did. By exchanging old, energy wasteful lighting systems for more efficient products, a business can substantially reduce its electricity usage, and in turn, its electricity bills, while at the same time maintaining or improving lighting quality due to new technologies."

The *Power Savings Blitz* is focused largely on upgrades to lighting systems. The older fluorescent tube lights typically found in stores and businesses are much less efficient than newer lighting technology. Existing fixtures can often be retrofit with new electronic ballasts and energy-saving tube lighting that uses about one-third less electricity.

The *Power Saving Blitz* program is also being run in Guelph by Guelph Hydro and in Cambridge, Kitchener and Waterloo by Cambridge and North Dumfries Hydro, Kitchener-Wilmot Hydro and Waterloo North Hydro.

To **SIGN UP** for the *Power Savings Blitz* program:

VISIT: [www.powersavingsblitz.ca](http://www.powersavingsblitz.ca)

CONTACT: 1-866-932-8283 or [information@powersavingsblitz.ca](mailto:information@powersavingsblitz.ca)

### **About Festival Hydro:**

The consortium of local hydro companies comprised of Cambridge and North Dumfries Hydro, Festival Hydro, Guelph Hydro, Kitchener-Wilmot Hydro and Waterloo North Hydro are working together to effectively deliver the province-wide energy conservation programs to their customers.

### **About the Ontario Power Authority:**

The Ontario Power Authority is responsible for ensuring a reliable, sustainable supply of electricity for Ontario. Its four key areas of focus are: planning the power system for the long term, leading and coordinating conservation initiatives across the province, ensuring development of needed generation resources and supporting the continued commercial evolution of the electricity sector.

**For more information, contact:**

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