

Penetanguishene a Canadian leader in adopting energy efficient technology *New LED (Light Emitting Diode) streetlights cut electricity costs*

(Penetanguishene, Ontario, Jan. 12, 2009) The Mayor and Councillors of Penetanguishene (*Pen-etang-WISH-ene*, located NW of Barrie on the shore of Georgian Bay) were presented with a Certificate of Recognition by Ontario's Chief Energy Conservation Officer, Peter Love, at the first Council meeting of 2009.

Mr. Love made the presentation to the Mayor on behalf of the community. The certificate states: "...for the largest installation of LED streetlights in Canada, which will save money, protect the night sky, provide a public showcase of energy efficiency, and help create a culture of conservation in Ontario."

"By undertaking the largest installation of energy-efficient LED streetlights in Canada, Penetanguishene has challenged other municipalities to demonstrate similar leadership," said Peter Love. "This is not a pilot project, this is not a demonstration project, this is the real deal. I am very impressed that LED (light emitting diode) technology is the new development standard for all new street lighting in the town. Others should follow Penetang's lead."

The annual estimated power savings resulting from the installation of the 278 LED supplied by RuudLed (*Rude-L-E-D*) will exceed 176,000 kw/h/year. Public Works Director John Boucher observed, "These LED streetlights provide superior light quality, while using 60 percent less electricity than the mercury vapour technology streetlights they replace. LED technology also means lower maintenance costs. There are other direct environmental benefits such as keeping mercury out of the environment and being "dark sky friendly" which means reduced light pollution."

Mr. Love also recognized the attendance of Shirley Coyle and Bryan Charlebois from Ruud Canada and Wayne McNamara whose firm, McNamara Powerline, installed the equipment.

Mayor Anita Dubeau stated, "It's great to have our efforts, and the intelligence and hard work of our municipal staff, recognized. We appreciate the assistance of the Province of Ontario in helping fund this undertaking. Like us, they know that installing nearly 300 LED streetlights is an investment with a quick payback through reduced electricity consumption and maintenance. It is good value for the taxpayers. We hope that other communities see Penetanguishene as proof that environmentally sustainable practices are also economically sustainable."

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For further information or to schedule an interview with Peter Love, please contact:

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The OPA 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.