



## Media Release

### ***Toronto's new \$1,000 rebate makes GreenSaver's ecoSMART insulation even more affordable***

(Toronto, October 14<sup>th</sup>, 2009) If you've been thinking about upgrading the insulation in your home, there is no doubt this is the best time to do it. With winter on its way, upgrades like draft-proofing and insulation can ensure your home is as comfortable and energy-efficient as possible this season. And with the city's new Home Energy Assistance Toronto (HEAT) initiative, insulation is more affordable than ever.

The City of Toronto announced the launch of the new HEAT program this morning, which will offer homeowners of low-rise residential houses a rebate of up to \$1,000 for upgrading their ceiling, exterior or foundation insulation. The initiative is being launched in partnership with Natural Resources Canada's ecoENERGY Retrofits for Homes program, which offers homeowners grants for a variety of energy efficiency upgrades. Homeowners that complete their insulation upgrade and have a second ecoENERGY assessment done between August 6, 2009 and March 31, 2012 will now be eligible for grants of up to \$8,750. Making additional energy efficiency upgrades could qualify the homeowner for a total of \$11,000.

"We are pleased to see that the City of Toronto is taking yet another step in the right direction to encourage residential energy reduction," says Vladan Veljovic, President and CEO of GreenSaver, "This new rebate will enable even more homeowners to make the insulation upgrades needed in order to save energy and money. It will also create more green jobs and encourage consumer spending and the growth of our economy."

On top of the additional \$1,000 rebate through the HEAT initiative, homeowners will also benefit from savings on their monthly energy bills. And if that isn't enough, upgrades that are made before February 1<sup>st</sup>, 2010 can also qualify for the Home Renovation Tax Credit of up to \$1,350.

"The time for insulation is now," says Vladan. "This is one of the most cost-efficient aspects of residential energy efficiency. With all of the grants being offered, homeowners should book their energy assessments and get started with their insulation right away to save the most money, save the most energy and ensure their homes will be comfortable this coming winter. With GreenSaver's ecoSMART insulation, homeowners can be confident that their insulation will be installed more cost-effectively using more advanced technology than other contractors."

To schedule your ecoENERGY assessment or request a quote for GreenSaver's ecoSMART insulation, please call (416) 203-3106 or email [info@greensaver.org](mailto:info@greensaver.org). You can also visit [www.greensaver.org](http://www.greensaver.org) to find more information on energy efficiency in your home.

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To schedule interviews with a GreenSaver spokesperson, contact:  
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*GreenSaver is an independent non-profit corporation dedicated to environmental energy efficiency. They have pioneered Ontario residential energy conservation for 25 years with economically viable and environmentally friendly measures to help individuals and organizations with their energy need ([www.greensaver.org](http://www.greensaver.org)).*