

**Media Release**

**Elizabeth McDonald Joins the Canadian Energy Efficiency Alliance**

**August 14, 2012, Mississauga, ON**—Gary Johnson, Interim Chair of the Canadian Energy Efficiency Alliance (CEEA), is pleased to announce that Elizabeth McDonald is joining CEEA as President and CEO. Elizabeth brings over 20-years experience to the Alliance, having lead and managed several trade associations and most recently serving as a global advocate for sustainable clean energy solutions for the Canadian solar energy industry.



“Elizabeth’s recent experience as a global advocate for sustainable clean energy solutions fits in perfectly with CEEA’s mission—energy efficiency is part of every organization’s energy sustainability plan—it’s the cleanest form of energy there is,” said Gary Johnson. “We’re excited to have her calibre of expertise on board to lead CEEA and further develop our membership, policies and advocacy efforts for energy efficiency in Canada.”

Prior to joining CEEA, Elizabeth served as a Senior Advisor, Business Development with SolPowered Energy Corporation (2011-2012), and previously as the Executive Director and President of the Canadian Solar Industries Association (CanSIA) (2007-2011). During this time, she worked closely with the Ontario government (Solar Task Force and FIT/Micro-FIT Advisory Committees), the Electricity Sector Council and the Ontario Sustainable Energy Association (OSEA). She was also named an Investment Canada Champion by the Department of Foreign Affairs and International Trade Canada (DFAIT) and travelled extensively throughout North America and overseas as a solar advocate and spokesperson.

“I’m excited to lead the Canadian Energy Efficiency Alliance into its next chapter,” said Elizabeth McDonald. “Energy efficiency is part of the clean energy sustainability solutions that I’ve been advocating for and I look forward to developing its potential even further.”

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For more information about CEEA, visit: [energyefficiency.org](http://energyefficiency.org).

*The **Canadian Energy Efficiency Alliance (CEEA)**, a broad-based, not-for-profit organization, was established (1995) to respond to the lack of a coordinated multi-stakeholder effort to promote energy efficiency in Canada, leading to enhanced competitiveness and improved environmental protection. The Alliance works in partnership with manufacturers, utilities, governments, builders, labour, consumer groups and environmental organizations to facilitate the adoption of energy efficiency measures in Canada. The Alliance is supported through fees and project contributions from members.*