



**Interview Opportunity**

**May 2, 2013**

**Energy Conservation and Ontario Budget**

**What:** New energy conservation initiatives and incentives announced in the Ontario Budget.

**Who:** Jay Nordenstrom, Executive Director of NAIMA Canada, representing North American insulation manufacturers doing business in Canada.

Mr. Nordenstrom can speak to benefits associated with energy conservation and conservation demand management, which was discussed in the Budget. He can speak to how this will benefit Ontario families and business.

This section of the Budget builds on the Premier's commitment to supporting energy conservation made in the Throne Speech, where she correctly observed that conservation is the cheapest source of energy available.

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**For more information or to schedule interviews, contact:**

Don Huff, Environmental Communication Options  
416-972-7404 or 416-805-7720 (cell)  
[huffd@ecostrategy.ca](mailto:huffd@ecostrategy.ca)

*NAIMA Canada is the association for North American manufacturers of fibre glass, rock wool, and slag wool insulation products doing business in Canada. Its role is to promote energy efficiency and environmental preservation through the use of fibre glass, rock wool, and slag wool insulation, and to encourage the safe production and use of these materials. Visit NAIMA Canada's website at <http://www.naimacanada.ca>.*