



Submit your home energy innovation to win \$15,000 from Scotiabank

EcoLiving Awards an opportunity for energy efficiency innovation to be recognized by industry experts

Toronto, February 25, 2014 – As the country goes through a cold swing, finding ways to reduce energy bills this winter is top of mind. With the Scotiabank EcoLiving Awards becoming an annual event, businesses, entrepreneurs and students across the country have more ways to show Canadians new and innovative ways to make their homes eco-friendly. With awards totaling \$75,000, submissions for these national awards are now being accepted at ecoliving.scotiabank.com/awards until March 15, 2014.

Last year's entrepreneur winner was Quinzee, a free app that allows homeowners to view their energy use and see how they measure up against their neighbours or comparable households.

"The Scotiabank EcoLiving Awards showcase outstanding leaders in home energy efficiency. If you have a great idea or solution, we want to hear from you," said Kaz Flinn, Scotiabank's Vice President, Corporate Social Responsibility. "We know that Canadian homeowners are likely to consider making their home more energy efficient or environmentally friendly with renovations. These awards bring forward new and innovative ideas."

The Scotiabank EcoLiving Awards recognize winners in three categories:

- **Innovators (\$15,000)** - a business or individual demonstrating innovation in home energy efficient products, services and solutions. Focused on introducing exciting new ideas for products or programs.
- **Business Leadership (\$50,000)** - a business or individual who is leading the way in home energy efficiency products, services or solutions. Focused primarily on executing a proven idea or program.
- **Student Leadership (\$10,000)** - a full-time college or university student who demonstrates promise for the future of home energy conservation.

Winners are selected by an independent judging panel, which includes:

- Valérie Bécaert, Executive Director, Interuniversity Research Centre for the Life Cycle of Products, Processes and Services (CIRAIG)
- John Godden, Founder and Board Director, Sustainable Housing Foundation and Principal at ClearSphere
- Shawn McCarthy, Energy Reporter, *The Globe and Mail*
- Mark Salerno, Member, Canada Mortgage and Housing Corporation (CMHC) National Management Team
- Ed Whittingham, Executive Director, Pembina Institute

More information about the awards, including submission forms, key dates, eligibility, judging criterion, are available on Scotiabank's EcoLiving website, ecoliving.scotiabank.com/awards.

About Scotiabank EcoLiving

Scotiabank's EcoLiving, which launched in 2010, is a unique program focused on educating Canadians on the shared benefits of home energy efficiency and green home improvements. With its emphasis on demonstrating how people can save money by saving energy, and at the same time reduce their impact on climate change, Scotiabank's EcoLiving program communicates the advantages of energy efficiency and sustainable practices. The EcoLiving website includes a financial calculator and information on government rebates, which allow users to plan and finance their projects and see the savings that can result from environmentally friendly renovations. As energy prices continue to increase and residential energy efficiency continues to be a factor in renovation trends, EcoLiving is a resource that provides users with the tools to make informed decisions.

About Scotiabank

Scotiabank is a leading financial services provider in over 55 countries and Canada's most international bank. Through our team of more than 83,000 employees, Scotiabank and its affiliates offer a broad range of products and services, including personal and commercial banking, wealth management, corporate and investment banking to over 21 million customers. With assets of \$744 billion (as at October 31, 2013), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). Scotiabank distributes the Bank's media releases using Marketwired. For more information please visit www.scotiabank.com.

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