



saveONenergy™

FOR IMMEDIATE RELEASE

Pledging to Save Energy Pays Big Rewards

WATERLOO REGION, September 1, 2011 – Residents across the Region are being encouraged to take the saveONenergy PLEDGE and agree to take action when it comes to conserving energy. Pledgers will earn 15 AIR MILES® reward miles in recognition of their commitment. The campaign is run province-wide and designed to increase awareness on the saveONenergy programs that the local utilities, Cambridge and North Dumfries Hydro, Kitchener-Wilmot Hydro and Waterloo North Hydro are offering.

The saveONenergy PLEDGE recommends the following simple but significant energy-saving actions:

- Use saveONenergy COUPONS to purchase and install energy-efficient products available for your home
- Shift your electricity use during high-demand periods
- Retire old, energy-guzzling refrigerators and freezers for FREE
- Install an ENERGY STAR® qualified central heating or cooling system and receive up to \$650 in incentives

By choosing at least one of these initiatives, you earn 15 AIR MILES® reward miles with an additional 5 AIR MILES® reward miles to be donated to one of the following participating charities: WWF-Canada, Kids Help Phone, or Special Olympics. For a limited time, enter the promo code: SOEP2011 to earn a bonus 5 AIR MILES®. Collectors can double their points by taking the pledge again after October 1st when the focus is on fall and winter savings.

Visit mysaveonenergypledge.ca today and join the thousands of Ontarians who are reaping the rewards of conservation. For more information on energy conservation programs that can help you conserve energy and save money at home and at work visit saveonenergy.ca.