



CANADIAN
Energy Efficiency Alliance

2800 Skymark Ave. Suite 402
Mississauga, Ontario
L4W 5A6
www.energyefficiency.org

- PRESS RELEASE -

Contact: Will Sacks, Cell: (416) 887 7084,
willsacks@energyefficiency.org

FOR IMMEDIATE RELEASE

**Group Led by Canadian Energy Efficiency Alliance
Challenges Canadians to Wash in Cold**

*Social marketing campaign aims to transform Canadian
laundry rooms.*

Feb 26th 2007, TORONTO, ON – The Canadian Energy Efficiency Alliance (CEEA), Canada’s leading non-profit energy efficiency advocate, along with an impressive list of utility partners, announced today the launch of their third consecutive *Bring-on-the-Cold* campaign across Canada. *Bring-on-the-Cold* is an ongoing market transformation strategy that aims to encourage consumers to wash their clothes in cold water – thus saving energy, money, and the environment. While previously the program was based around educating Canadians on the issue, this year’s program will more aggressively target behavioral change by distributing millions of coupons for cold-water detergents. The CEEA sees ongoing social marketing campaigns like *Bring-on-the-Cold* as an important component of Canada’s commitments to use energy more efficiently and reduce greenhouse gas emissions.

According to Ken Elsey the CEO of the CEEA, the term ‘social marketing’ describes marketing targeted towards changing attitudes and behaviors in our society. “Switching the dial to cold on your clothes washer is a very simple change to make” says Elsey, “yet, before *Bring-on-the-Cold*, it wasn’t widely understood as a way to save energy and our environment.” According to Elsey, market transformation is most effective when it combines education with concrete incentives to change behavior.

The incentive portion of *Bring-on-the-Cold* is provided through a partnership with Tide Coldwater, the leading cold-water detergent in Canada. Over the next few months, millions of Canadian electricity and gas consumers will receive coupons for Tide Coldwater with their electricity bills. “We hope distributing these coupons will result in a real improvement in laundry room efficiency across the nation” says Elsey, “we wanted to give Canadians a reason to try the new cold water detergents for themselves, and see how easy it is to make the switch.”

According to Procter & Gamble, the makers of Tide Coldwater, the new detergent is specially designed with an increased amount of chemistry to deliver great cleaning, even on whites and stains, when used in cold-water wash. “Many consumers are concerned about cleaning performance in cold water.” Says Elsey “P&G have responded with a great product that saves money and the environment, *Bring-on-the-Cold* encourages people to try the new cold-water detergents and see the excellent cleaning performance for themselves.”

Behind space heating, water heating is the second largest use of energy in the typical Canadian home. The campaign website (www.energyefficiency.org/cold) presents some impressive statistics on the dollar impacts of washing in cold. Most interesting is that the energy saved from washing in cold water can be worth more than the detergent itself. A medium sized box of cold-water detergent, good for 26 loads, will produce between \$2 and \$5 in energy savings after the switch from the warm/cold cycle to the cold/cold cycle. If switching from the hot/hot cycle, the energy savings can be up to **\$16** per box of detergent!

“For every load of laundry you wash in hot or warm water, you’re simply pouring money down the drain,” says the Alliance CEO “Few people realize that up to 85 per cent of the energy used to wash your clothes is used to heat the water. This energy must be taken from Canada’s precious energy resources and doesn’t come cheaply – to our pocketbooks or our environment,”

Bring-on-the-Cold is supported by the campaign website at www.energyefficiency.org/cold. Visitors to the site will find more information about making the switch, a list of program partners, and information on Tide Coldwater detergent. Further information on Tide Coldwater can be found at www.tidecoldwater.com

About The Canadian Energy Efficiency Alliance

Established in 1995, the Canadian Energy Efficiency Alliance (CEEA) is the leading independent voice in Canada to promote and advance energy efficiency and its related benefits to the economy and the environment. The CEEA works in partnership with manufacturers, utilities, governments, builders, labour, consumer groups, and environmental organizations to facilitate the adoption of energy efficiency measures in Canada. Much like *Bring-on-the-Cold*, all of our initiatives are supported by a number of organizations.

For more information or for image requests, please contact:

Will Sacks
Canadian Energy Efficiency Alliance
(416) 887 7084
willsacks@energyefficiency.org

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