

## Barton Sala

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**From:** Brent Kulba [kulbab@huffstrategy.com]  
**Sent:** March 16, 2006 8:42 AM  
**To:** Barton Sala; Michele Pelyhe; Heidi Parish  
**Cc:** Peter Love  
**Subject:** Welcome to the Conservation Zone!

# THE TRIBUNE

Welcome to the Conservation Zone!

Tribune (Welland)

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Byline: Peter Love

Column: Peter Love

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By taking small steps to conserve energy and making good decisions about how they use energy on a daily basis, Ontarians can play an important role in the province's long-term plan to revitalize and stabilize our electricity supply.

As Ontario's Chief Energy Conservation Officer, it's my job to develop, coordinate and stimulate electricity conservation and manage the demand for electricity.

I'm the guy who will make sure the Conservation Bureau plays a key role in promoting conservation and delivering provincewide conservation programs.

Providing consumers with tools and opportunities to conserve energy and become more energy efficient will be a major focus for us.

For example, we'll be working with various institutions and stakeholders in the energy sector to promote the adoption of energy-saving technologies.

There are dozens of ways that homes and businesses can reduce their energy use, save money and protect the environment.

The more effectively we can manage our demand for electricity, the faster we will see measurable results in our transition to a more energy efficient province.

Imagine the effect if all 12.5 million Ontarians put their minds to saving even a small amount of energy every day, through conservation or wiser use! I know it can happen.

I am personally asking all Ontarians to accept my challenge: to reduce their electricity use by 10 per cent.

I call it my "Electricity Conservation Challenge," and by accepting the challenge, you can help develop a culture of conservation within the province.

16/03/2006

To help us all get there, I invite you to step into The Conservation Zone with me, and watch this space for our series of energy-saving tips, "real-life" things you can do to make your living space or business more energy efficient, and read more about why - today - it's just the right thing to do.

The Conservation Bureau develops and delivers programs to help Ontario residents conserve energy and save money.

For more information, please visit our website at [www.conservationbureau.on.ca](http://www.conservationbureau.on.ca).

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