



**NEWS RELEASE – September 29, 2014**

## **Veridian delivers important message to local power users**

*“There’s a lot on the line” campaign aims to educate consumers on the critical role electric utilities play in delivering power*

**Ajax, ON** -- Veridian Connections (“Veridian”) – the electric utility that delivers power to more than 117,000 residential and business customers across east central Ontario – has initiated a special communications campaign aimed at electricity consumers. The goal of the campaign is to better inform consumers of the unique and critical role that electric utilities play in their communities. The industry’s provincial association, the Electricity Distributors Association (“EDA”), developed and is managing the campaign with the input of its membership, such as Veridian, across Ontario.

“Veridian is responsible for 2,539 kilometres of power lines spread across a diverse service territory totalling 639 square kilometres,” said company President and CEO Michael Angemeer. “Connected to these lines are thousands of customers whose needs for safe, reliable power are critical. There is a lot on the line for our customers and Veridian is committed to meeting their needs.”

EDA advertisements, in partnership with Veridian, will run in a range of print, digital and broadcast media across the province over the next few weeks. They will highlight some of the important needs that are “on the line” for end users of electricity – such as healthcare, manufacturing, schools and recreation.

“For power consumers, their local utility is the front line of Ontario’s electricity system,” said EDA Chair Jim Hogan. “As customers, they have a direct relationship with our local members. Our member utilities are responsible for the infrastructure and services that actually get electricity to where it’s needed, when it’s needed.”

Collectively, the electricity distribution sector in Ontario manages assets valued at \$19 billion and invests \$1.9 billion annually in maintaining and expanding infrastructure and other capital spending. The province’s distributors contribute \$150 million to the provincial governments annually (dividends and payments-in-lieu of taxes), and \$350 million to municipal governments (dividends, interest payments and property taxes).

For information on the campaign and to learn about the critical role of local electric utilities, visit [www.alotontheline.ca](http://www.alotontheline.ca). Visitors can also post and share their own stories about the importance of electricity in their lives in the “Stories” section.

*Veridian Connections Inc. safely and reliably delivers electricity to more than 117,000 customers in the Cities of Pickering and Belleville, the Towns of Ajax and Gravenhurst, the Municipality of Port Hope, and the communities of Uxbridge, Bowmanville, Newcastle, Orono, Port Perry, Beaverton, Sunderland and Cannington. Veridian Connections Inc. is a wholly owned subsidiary of Veridian Corporation. The City of Pickering, the Town of Ajax, the Municipality of Clarington and the City of Belleville jointly own Veridian Corporation.*

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