



NEWS RELEASE – March 25, 2015

Veridian customers encouraged to power down for Earth Hour

Ajax, ON – Veridian is calling on its customers to show their support for [Earth Hour](#) by turning off their lights for one hour this coming Saturday, March 28, between 8:30 and 9:30 p.m. In doing so, they will take part in an event that shows the tremendous impact of group action in dealing with the challenges of climate change. Taking part also serves as a reminder of the importance of practicing wise energy use in our daily lives.

“Earth Hour is a great initiative that demonstrates how we can all work together to make significant and meaningful changes in the way in which we use our finite energy resources.” says Veridian President and CEO Michael Angemeer. “Ontarians are increasingly becoming aware of the need to conserve electricity and shift peak demand – not just during Earth Hour, but at other times of the year as well.”

This year marks the ninth anniversary of the global initiative, which famously started as a lights-off event in Sydney, Australia. Since then, the initiative has grown to engage more than 7,000 cities and towns worldwide.

“Earth Hour aims to encourage an interconnected global community to share the opportunities and challenges of creating a sustainable world,” explains Eryn Wishnowski, Veridian’s Conservation Specialist. “The event also serves as a catalyst to promote further efforts in conservation and protecting the environment year-round.”

Veridian will join its customers in recognizing Earth Hour by encouraging its employees to participate, and all non-essential lighting in its facilities will be turned off for the hour. For more information on Earth Hour, visit www.earthhour.org/Canada.

In cooperation with the Independent Electricity System Operator (IESO), Veridian offers a number of conservation programs to help customers save energy, manage their electricity costs and contribute to a culture of conservation. Details are available at www.veridian.saveonenergy.ca.

Veridian Connections Inc. safely and reliably delivers electricity to more than 118,000 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.

For more information, contact:

Chris Mace
Corporate Communications Representative
Veridian Connections Inc.
905-427-9870, extension 2218
Follow us on Twitter [@VeridianTweets](https://twitter.com/VeridianTweets)