



## **NEWS RELEASE – March 16, 2016**

### **Veridian encourages customers to make year-round energy saving pledges as part of Earth Hour observances**

**Ajax, ON** – Veridian Connections (“Veridian”) is encouraging customers observing Earth Hour this Saturday to consider making a personal pledge to an initiative that will save electricity all year-long. The utility, a supporter and participant of the annual global initiative, has “Save on Energy” programs that can help homeowners save money, save energy and stay comfortable year-round.

“Earth Hour has grown into the world’s largest grassroots movement for the environment, with activities and initiatives held globally throughout the year,” says Eryn Wishnowski, Veridian’s Conservation Specialist. “The event also serves as a catalyst to promote further efforts in conservation year-round, and this year we’re calling on customers to make a personal pledge to an initiative that will save electricity all year-long – from downloading and redeeming coupons for discounts on energy efficient products to participating in one of our Save on Energy programs.”

Veridian customers can visit [veridian.on.ca](http://veridian.on.ca) and follow the “Save Energy” link for pledge ideas and coupons for a wide range of energy-efficient products, including LED bulbs, power bars with integrated timers and auto-shutoff, and ceiling fans. Customers can share their personal pledge with Veridian on Twitter [@VeridianTweets](https://twitter.com/VeridianTweets) and using the hashtag #myveridianpledge. Help spread the word and encourage others to join the energy conservation movement!

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.wwf.ca/events/earthhour/](http://www.wwf.ca/events/earthhour/).

Save on Energy is powered by the Independent Electricity System Operator and brought to you by Veridian. For more information, visit [veridian.on.ca](http://veridian.on.ca).

#### **About Veridian Connections**

*Veridian Connections, serving more than 119,000 customers, is about to become the fifth largest municipally owned electric utility in Ontario after the merger of large utilities west of Toronto is completed. The City of Pickering, the Town of Ajax, the Municipality of Clarington and the City of Belleville jointly own Veridian Corporation, the parent company to Veridian Connections. The utility has a successful history of effective growth through two mergers and five acquisitions, and now serves nine communities east and north of Toronto more efficiently than any other large non-contiguous utility in*

*Ontario. Veridian has a keen focus on reliability, customer communication and helping to lower customers' electricity bills through the delivery of innovation conservation programs and reasonable rates. Veridian not only contributes to local communities through industry leading financial returns, but also helps build stronger communities through the support of youth, health, economic development, education, the arts, the environment and the disadvantaged. Industry leading employee programs, public safety and a focus on employee engagement has created an environment that has attracted six consecutive Canada's Greenest Employer awards and one Top GTA Employer award. Veridian has now diversified into renewable energy, and will be establishing other value added offerings for its customers.*

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