



NEWS RELEASE – May 17, 2017

Veridian and Electrical Safety Authority join together for Powerline Safety Week – May 15 to 21, 2017

Initiative includes safety colouring contest for kids

Ajax, ON – Veridian Connections (“Veridian”) is proud to join the Electrical Safety Authority in promoting Powerline Safety Week, which runs from May 15 to 21, 2017. The initiative aims to raise awareness of the dangers that powerlines pose at home and on the job. It’s also a reminder to all Ontarians to #RespectThePower.

In addition to sharing safety tips to help prevent injuries and fatalities caused by coming in contact with powerlines, Veridian is launching a safety colouring contest for kids ages 14 and under. The goal of the contest is to educate youth of the dangers that exist near powerlines and electrical equipment, and provide an opportunity for them to illustrate what they know about electrical safety.

“Veridian takes its responsibility to provide safe facilities that are well maintained very seriously as we coexist in neighbourhoods with our customers. We also view the safety of our customers and our employees as top priority,” said Veridian President and CEO Michael Angemeer. “We need to make every effort to talk to our kids about electrical safety and help them find safe places to play. Contact with powerlines and electrical equipment inside stations can happen in an instant, and can result in serious injury or death.”

The colouring contest runs until July 28, 2017. Prizes will be awarded for first, second and third place in two age categories: age 7 and under, and age 8 and over. Entries will be judged on the basis of colour, creativity and safety message. Participants can use one or a combination of the following safety messages (or come up with their own):

- Don’t fly kites near powerlines
- Don’t climb trees near powerlines
- Don’t stick anything into electrical outlets
- Don’t play near powerlines or electrical equipment
- Don’t climb hydro poles or the fences around electrical stations

For additional contest details and rules, visit veridian.on.ca.

Since 1992, [Electrical Safety and Conservation](#) has represented a number of electric utilities, including Veridian, by offering electrical safety presentations to elementary school students from junior kindergarten to grade 8. Utilizing various teaching methods, their presentations deal with electrical safety and conservation for school and at home, as well as outdoors around hydro poles, towers and electrical stations.

About Veridian Connections

Veridian Connections, serving more than 121,000 residential and business customers, is the fifth largest municipally owned electric utility in Ontario. 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 innovative 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, education, the arts, the environment and many charitable organizations. Industry leading employee programs, public safety and a focus on employee engagement has created an environment that has earned eight consecutive Canada's Greenest Employer awards, one Top GTA Employer award and the Electricity Distributors Association's Performance Excellence award. Veridian has now diversified into renewable energy, and will be establishing other value added offerings for its customers.

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