



FOR IMMEDIATE RELEASE – March 22, 2011

Veridian customers encouraged to power down for Earth Hour *Global event raises awareness on climate change*

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 26, 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 small, simple steps like turning off non-essential lighting for one hour can help make a difference in protecting our communities for a sustainable future,” commented Michael Angemeer, Veridian’s president and CEO. “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. Almost all of Veridian’s customers have smart meters, which increase customers’ awareness of energy use and provide an incentive to shift electricity demand to periods where the generation contributes less to climate change and local pollution. The larger the collective action, the larger the benefit to the environment.”

More than 10 million Canadians in 300 cities and towns participated in last year’s event. Locally, Veridian recorded a 1.6 per cent reduction in electricity usage – equivalent to removing almost 2,000 homes from the grid. The Municipality of Clarington registered the greatest impact with a reduction of 2.6 per cent. It was the third consecutive year the municipality achieved the greatest Earth Hour savings amongst the communities serviced by Veridian.

“Every generation source has an impact on our environment, and Earth Hour draws attention to what can be done to combat climate change while at the same time, reminding us of the value of electricity in our everyday lives,” said Eryn Wishnowski, Veridian’s residential conservation program manager. “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 all of 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 and how you can get involved, visit www.earthhour.org.

In cooperation with the Ontario Power Authority, Veridian offers a number of electricity 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.

About Veridian Connections

Veridian Connections Inc. safely and reliably delivers electricity to more than 115,000 customers in the Cities of Pickering and Belleville, the Towns of Ajax, Port Hope and Gravenhurst, 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.

About Earth Hour

Earth Hour is a global initiative in partnership with WWF. Individuals, businesses, governments and communities are invited to turn out their lights for one hour on Saturday, March 26, 2011 at 8:30 p.m. to show their support for environmentally sustainable action. The event began in Sydney in 2007, when 2 million people switched off their lights. By 2010, Earth Hour had created history as the largest voluntary action ever witnessed with participation across 128 countries and territories and every continent, including the world's most recognized man-made marvels and natural wonders in a landmark environmental action.

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