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Saving Energy Starts Here

(*ST. JOHN'S, NL*) –Earl Ludlow, President and Chief Executive Officer, Newfoundland Power Inc., and Rob Henderson, Manager, System Operations and Customer Services, Newfoundland and Labrador Hydro (Hydro), teamed up at The Rooms in St. John's today to announce the launch of a new joint energy efficiency partnership, Take Charge – Saving Energy Starts Here!

"Rising energy prices and a growing concern for the environment are causing energy efficiency to rise to the top of an increasing number of priority lists. However, it is certainly not new territory for Newfoundland Power and Hydro," says Mr. Ludlow. "Today we come together to create one brand, one campaign that is focused on inspiring action in consumers to help them save energy, save money and protect our environment."

Take Charge is a joint initiative between Hydro and Newfoundland Power that is aimed at providing Newfoundlanders and Labradorians with information, tools and programs to assist them in using energy wisely. It is intended to encourage consumers to take charge and action in their own homes and businesses to reduce the energy they use and save money.

"This new energy efficiency campaign reflects our continued commitment to all electricity consumers across Newfoundland and Labrador to conserve energy and manage their resources," says Mr. Henderson. "By working together, utilities, government and consumers can truly make a difference in becoming more energy efficient for the benefit of future generations."

A new website has been launched as part of this long-term joint energy efficiency partnership. Consumers are encouraged to visit www.takechargenl.ca for more tips, videos, rebate programs and contests that will help them save energy and money.

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