



March 3, 2011

Admiral's Beach to receive \$10,000 for energy efficiency upgrades

(ST. JOHN'S, NL) –Newfoundland Power Inc. and Newfoundland and Labrador Hydro (Hydro), a Nalcor Energy company, announced the winner of our province's first *takeCHARGE of Your Town Challenge* – Admiral's Beach, St. Mary's Bay. As the winner of this energy efficiency challenge for municipalities, they receive a \$10,000 energy efficiency upgrade for their municipal building(s).

"We congratulate the residents of Admiral's Beach for their enthusiastic participation in this *Challenge* and reducing their overall energy usage more than any other participating community," said Peter Upshall, Energy Conservation Engineer, Newfoundland Power Inc. "The residents of Admiral's Beach came together as a community and showed that making wise energy choices in their homes and businesses results in saving energy, saving money and saving our environment. The town will continue to save energy as they make energy efficiency upgrades to their municipal buildings."

The utilities measured energy consumption over a three-month period beginning November 1, 2010, and concluding January 31, 2011. Admiral's Beach reduced their energy consumption by approximately nine per cent, compared to the same period last year, the highest percentage reduction of all participating municipalities.

"We were delighted with the tremendous response to the *Challenge*, with over 100 communities participating and pledging to reduce their energy usage over the three-month period," said Simone Browne, Manager, Energy Conservation, Hydro. "Our goal is to continue to work with municipalities and residents to assist them in reducing the energy they use every day. This reflects our continued commitment to electricity consumers to help them save energy and manage our provincial resources."

In addition to this \$10,000 energy efficiency upgrade awarded to Admiral's Beach, the following five communities won a fun-filled, winter community event in December 2010: North West River, Bay Bulls, Torbay, Grand Falls-Windsor and Corner Brook.

"Municipalities are at the heart of this *Challenge* because community-based efforts like this will make a difference and produce results," added Deputy Mayor Wanda Linehan, Admiral's Beach. "A special thank you to all our residents for taking action to reduce their energy usage for the benefit of our entire community."

takeCHARGE is a joint initiative between Newfoundland Power and Hydro 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 take action in their own homes and businesses to reduce the energy they use and save money.

Visit takechargenl.ca or join us on facebook for more information, weekly prizes and great energy savings tips.

-30-

Michele Coughlan
Director, Corporate Communications &
Energy Conservation
Newfoundland Power Inc.
Phone: 709.737.2821/Cell: 709.682.1470

Karen O'Neill
Corporate Communication & Shareholder Relations
Senior Communication Advisor
Newfoundland and Labrador Hydro
Ph: 709.737.1427/Cell: 709.690.2012