



For immediate release:

November 13, 2009

takeCHARGE Energy Efficiency Week is Here! November 14th – 20th, 2009

(*ST. JOHN'S, NL*) – Newfoundland Power Inc. and Newfoundland and Labrador Hydro (Hydro), a Nalcor Energy company, have officially launched the first takeCHARGE Energy Efficiency Week in Newfoundland and Labrador. takeCHARGE Energy Efficiency Week will take place from November 14th – 20th, 2009, and provide homeowners with the advice they need to become more energy efficient at home to save energy and save money.

“We are dedicating an entire week to activities across the province focused on energy efficiency,” said Simone Kielley, Energy Efficiency Manager, Hydro. “Our takeCHARGE Team will be visiting homeowners from Monday to Friday during Energy Efficiency Week to give them hands-on advice and practical tips on how they can make their homes more energy efficient.”

takeCHARGE has produced a five-part television series to show homeowners how to improve the energy efficiency of their homes. Each day from Monday, November 16th, to Friday, November 20th, the takeCHARGE Team will visit a homeowner to discuss ways to make their homes more energy efficient, helping them save money while creating a more comfortable home. The two-minute segments, which will air between 5:30 p.m. and 6:00 p.m. NST on both NTV and CBC, focus on insulation, windows, thermostats, weather proofing and saving energy during the holiday season.

“With winter on the way, this is the perfect time of year to look for opportunities to make your home more comfortable while saving energy and money,” says Peter Upshall, Energy Management Engineer, Newfoundland Power. “During Energy Efficiency Week, we will also be visiting communities to talk one-on-one with consumers about our takeCHARGE rebate programs and provide them with the information they need to make wise energy choices.”

takeCHARGE Teams will host energy efficiency events throughout the week at malls and building supply stores to provide energy efficiency tips and details on takeCHARGE Energy Savers Rebate Programs for insulation, programmable and electronic thermostats, and ENERGY STAR® windows for consumers with electrically-heated homes. Consumers can also visit takechargenl.ca or look in their local newspapers to enter the Warm Up to Win Contest for an ENERGY STAR Home Entertainment Package valued at \$2,500.

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. Consumers are encouraged to visit takechargenl.ca for tips, videos and rebate programs that will help them save energy and money.

-30-

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

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

Energy Efficiency Week Events will be held at the following locations:

Place	Date	Time
Avalon Mall, St. John's	Thursday, November 19 th	12:00 p.m. - 4:00 p.m.
Aylward's Home Hardware, Placentia	Thursday, November 19 th	10:00 a.m. - 2:00 p.m.
Random Square Mall, Clarenville	Thursday, November 19 th	10:00 a.m. - 3:00 p.m.
Peninsula Mall, Marystown	Thursday, November 19 th	1:00 p.m. - 4:00 p.m.
Gander Mall, Gander	Thursday, November 19 th	1:00 p.m. - 4:00 p.m.
Exploits Valley Mall, Grand Falls-Windsor	Friday, November 20 th	1:00 p.m. - 4:00 p.m.
Valley Mall, Corner Brook	Thursday, November 19 th	10:00 a.m. - 4:00 p.m.
Stephenville Plaza, Stephenville	Tuesday, November 17 th	10:00 a.m. - 2:00 p.m.