



For Immediate Release:

October 7, 2010

**A first in our province -
Join the *takeCHARGE of Your Town Challenge!***

(ST. JOHN'S, NL) –Newfoundland Power Inc. and Newfoundland and Labrador Hydro (Hydro), a Nalcor Energy company, teamed up today to launch the province's first energy efficiency challenge for municipalities, *takeCHARGE of Your Town Challenge*, as part of Energy Efficiency Week. The launch took place at Municipalities Newfoundland and Labrador's (MNL) 2010 Annual Convention being held in St. John's.

“We are challenging all communities and residents throughout the province to make wise energy choices in their homes and businesses to reduce their energy usage,” says Earl Ludlow, President and Chief Executive Officer, Newfoundland Power Inc. “By working together as a community to save energy, residents will be helping their municipality win a \$10,000 energy efficiency upgrade. It's about saving energy - saving money - and saving our environment.”

Municipalities and local service districts province-wide will have between October 7th, 2010, and October 31st, 2010, to register for the *takeCHARGE of Your Town Challenge*. Energy consumption will be measured over a three-month period beginning November 1st, 2010, and concluding January 31st, 2011. The municipality that reduces their energy consumption by the highest percentage (compared to the same period last year) will win a \$10,000 energy efficient upgrade/retrofit for a municipal building(s) in their city or town. The grand prize will be awarded and announced February 18th, 2011.

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"Hydro and Newfoundland Power are excited to work with MNL to help municipalities and residents reduce the energy they use every day which reflects our continued commitment to electricity consumers to help them save energy and manage our provincial resources," says Jim Haynes, Vice President Regulated Operations, Hydro.

In addition to the grand prize, every resident who completes one of the three Energy Savers Rebate Program applications (insulation, programmable thermostat or ENERGY STAR® windows) between October 2nd, 2010, and December 1st, 2010, will have a ballot entered on behalf of their municipality to win a fun-filled, winter community event.

"Municipalities are at the heart of this challenge because it's community-based efforts like this that will make a difference and produce results," added Mayor Harry Hallett, President, MNL. "I encourage all municipalities to sign up and demonstrate leadership by participating in the *takeCHARGE of Your Town Challenge*."

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 www.facebook.com/takechargeNL for more information, prizes and tips to get started.

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