



Media Advisory ATTN: News Editors

takeCHARGE! to Launch First Province-wide Energy Challenge

St. John's, NL, October 7, 2010 – Representatives from Newfoundland and Labrador Hydro (Hydro), a Nalcor Energy company, Newfoundland Power, and Municipalities Newfoundland and Labrador will be announcing a province-wide energy efficiency challenge as part of Energy Efficiency Week.

takeCHARGE is a joint initiative between Hydro and Newfoundland Power that is aimed at providing Newfoundlanders and Labradorians with information, tools and rebate 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.

WHO: Jim Haynes, Vice President Regulated Operations,
Hydro
Earl Ludlow, President and CEO, Newfoundland Power
Mayor Harry Hallett, President,
Municipalities Newfoundland and Labrador

WHEN: Thursday, October 7, 2010
2:00pm – 2:30pm

WHERE: St. John's Convention Centre Lobby
New Gower Street, St. John's, NL

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take! CHARGE!