

MEMBER COMMUNICATION

ALERT N°: 09/007

To the attention of the Clerk and Council
February 2, 2009

FOR MORE INFORMATION CONTACT:
Scott Vokey, AMO Energy Services Coordinator
(416) 971-9856 ext 357

Municipal Support of Earth Hour and Energy Conservation Week Needed

Issue: Members are invited to support the World Wildlife Fund (WWF) Earth Hour and the Ontario Power Authority (OPA) Energy Conservation Week

Background:

Earth Hour

The World Wildlife Fund (WWF) is preparing to host its third global Earth Hour event on Saturday, March 28, 2009, 8:30 - 9:30 pm. Last year 50 million people in 370 cities and towns in more than 35 countries worldwide switched off their lights for Earth Hour. Canada was a global leader, with more than 150 communities participating involving 49% of the country's population. The objectives of this symbolic event are to increase awareness about climate change and demonstrate how individuals can be part of the solution by encouraging as many municipalities as possible to participate.

The WWF is requesting AMO member municipalities support by turning off lights in municipal buildings, encouraging other sectors to participate, measuring energy drop during the event by working with the local distribution company, and engaging residents in post-Earth Hour activities that encourage individual action by highlighting programs and incentives. The WWF can provide support and resources for all of these activities.

Energy Conservation Week

The Ontario Power Authority (OPA) is planning its second province-wide Energy Conservation Week from May 17 - 23, 2009. The purpose is to remind Ontarians about the need for collective action in reaching the province's short and long-term energy conservation goals and to promote a "culture of conservation" among residents, businesses and organizations that saves them money and benefits the environment.

Action: AMO members should sign up online at <http://www.earthhour.org/Canada> to participate in the March 28 Earth Hour and contact WWF at EarthHour@wwfcanada.org for more information.

More information about Energy Conservation Week is available at:
<http://www.energyconservationweek.ca/>

This information is available in the Policy Issues section of the AMO website at www.amo.on.ca.