



Ontario  
Clean Air  
Alliance

## Go Clean and Green Contest: [www.gocleanandgreen.org](http://www.gocleanandgreen.org)

### **Backgrounder**

Last summer, as a result of the shutdown of five of Ontario's nuclear reactors, Ontario had to import up to 3,000 megawatts (MW) of dirty coal-fired electricity from the U.S. to keep the lights on. Three thousand MW is equal to 12% of Ontario's peak day demand for electricity.

Ontario must eliminate its need for dirty coal-fired electricity imports on smog alert days to clear the air, save money and keep jobs in Ontario and to help facilitate the province's ground-breaking coal phase-out.

The purpose of the Ontario Clean Air Alliances' Go Clean and Green Contest is to encourage consumers to take actions in their own homes to reduce our need for dirty coal-fired electricity imports on smog alert days. By reducing our need for coal-fired electricity imports, residential consumers can help clear the air, reduce their energy bills and win great prizes.

Fortunately there are many actions homeowners can take to reduce the need for dirty power. For example:

- Residents of the City of Toronto can enroll in Toronto Hydro's peakSAVER program. PeakSAVER is an innovative program designed to help reduce the demands on the electricity system. During peak times, like hot summer days, a signal will be sent to the PeakSAVER switch on the central

air unit cycling it off and on in order to reduce the amount of electricity needed by the province. Homeowners won't even notice the difference.

If every residential central air conditioner in Ontario were signed up for a peak saver program like Toronto Hydro's, our peak-day demand for electricity could be reduced by up to 2,000 MW.

- Consumers can purchase high-efficiency Energy Star air conditioners or refrigerators. Energy Star models use approximately 50% less electricity than models sold just ten years ago.
- Energy efficient light bulbs can reduce electricity consumption for lighting by 75%.
- Homeowners can purchase a solar water heating system and reduce their annual electricity consumption for water heating by up to 60% and reduce their summer electricity consumption by 85%.
- Consumers can switch from electricity to natural gas for water heating, cooking and drying and reduce their energy bills by 25-50% for these end-uses. Switching from coal-fired electricity to natural gas for water heating, cooking and drying can also reduce the associated greenhouse gas emissions by 70-80%.
- Finally a consumer can completely phase-out their home's consumption of coal-fired power by purchasing their electricity from a 100% renewable green power supplier.

## **Prizes**

Residents of Ontario who participate in the contest are eligible to win the following prizes.

- A solar water heating system from EnerWorks. Value: \$4,863 - \$5,163 plus taxes.
- A Whirlpool 3.8 cubic feet front-load washer, courtesy of Toronto Hydro. Value: \$1,399.99 plus taxes.
- A Whirlpool 3.3 cubic feet front-load washer, courtesy of Toronto Hydro. Value: \$1,099.99 plus taxes.
- A Kenmore 18.8 cubic feet frost-free refrigerator, courtesy of Toronto Hydro. Value: \$949.99 plus taxes.
- A Kenmore 24" giant tub built-in dishwasher, courtesy of Toronto Hydro. Value: \$899.97 plus taxes.
- \$1,000 of green power from Bullfrog Power.

- Four prizes of \$100 of green power from Bullfrog Power.
- Two natural gas ranges, with maximum values of \$1,500 each including installation, courtesy of Enbridge Gas Distribution and Union Gas.
- Two natural gas dryers, with maximum values of \$800 each including installation, courtesy of Enbridge Gas Distribution and Union Gas.
- Two natural gas grills, with maximum values of \$800 each including installation, courtesy of Enbridge Gas Distribution and Union Gas.
- Two natural gas water heaters, with maximum values of \$800 each including installation, courtesy of Enbridge Gas Distribution and Union Gas.
- 9 iPod Nanos. Value \$299 each plus taxes.

Additional benefits exclusively for Go Clean and Green Contest participants:

- \$25 discount on the purchase of green power from Bullfrog Power.

Additional benefits that are linked to Go Clean and Green Contest web site:

- \$25 payment from Toronto Hydro for enrolling in its peakSAVER program
- Opportunity to win a \$2,000 Future Shop gift certificate and a Nikon Digital camera for enrolling in Toronto Hydro's peakSAVER program.
- \$60 rebate from the City of Toronto for purchasing a water- efficient washing machine.
- Return your old room air-conditioner and get a \$25 Home Depot or Home Hardware store coupon from the Clean Air Foundation.
- The following Ontario Power Authority rebates:
  - \$50 rebate on AC tune-up;
  - \$75 (up to) rebate towards new, installed programmable thermostat; and
  - \$500 rebate on replacement of an existing AC system with an Energy Star qualified system.

*Contest Rules*

Contest commences June 5, 2006 and closes Oct. 15, 2006 at 11:59 p.m. Winner(s) must answer a skill testing question and be a resident of Ontario over the age of 18. Total value of prizes approximately \$22,000. Odds of winning depend on number of entries and points accumulated by participants by draw dates. Please visit [www.gocleanandgreen.org](http://www.gocleanandgreen.org) for complete rules and prize list.

*Sponsors:*

