



*Working for a better atmosphere*

**Greenest City**

**Environmental Organization**

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## **PRESS RELEASE**

**For Immediate Release**

**What's Free and Saves you Money?**

**Greenest City Gives Away Free Energy Efficient Light Bulbs to Retail Businesses**

**Date:** November 2, 2001

**Time:** 11:00 am

**Location:** 372 Danforth Avenue, Grassroots Environmental Products Store

When the light goes on over a Danforth merchant's head, Greenest City and Toronto-Danforth MPP Marilyn Churley wants it to be an energy efficient bulb.

On Friday, November 2, starting at 11 a.m. the NDP environmental critic along with Greenest City representatives will visit local retailers to give away energy-saving light bulbs while promoting "a bright idea" to save money on their electricity bills.

"Reducing energy consumption is beneficial for businesses. It also effectively addresses Toronto's two top environmental concerns - smog and climate change," explains Marilyn Churley, Member of Parliament, NDP Environment Critic.

The give-away is part of a Greenest City program that assists small retail businesses in conserving energy. The goal is to reduce energy consumption and therefore reduce the greenhouse gas emissions produced by Toronto's coal-fired power generation. There are many easy opportunities for retailers to do effective energy conservation. 68% of the energy consumed in the commercial sector is produced to heat or cool buildings.

"Retail businesses taking part in Greenest City's energy-saving program will save energy, save money and spare the air," says Elena Cecchetto, Program Coordinator for Greenest City.

The free energy audit will outline appropriate energy management recommendations. Retailers who implement the recommendations receive door stickers and framed participant certificates to let their shoppers know that they are an energy efficient business.

Greenest City is a non-profit environmental organization committed to finding local solutions to environmental problems - working for a better atmosphere.

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