

## ***Cool Hair, Breathable Air—Mayor Miller Helps Launch Cool Shops Clean Air Foundation's energy conservation program can help 15,000 GTA small businesses***

**Toronto, July 7<sup>th</sup>, 2004** - Mayor David Miller helped launch the Clean Air Foundation's Cool Shops energy saving program for small businesses today at the World Hair Salon on Adelaide Street East. Mayor Miller recognized shop owner Brian Phillips for his recent efforts in energy conservation and renewable energy. Accompanied by Donna Cansfield, Parliamentary Assistant to the Ontario Minister of Energy, the Mayor noted that the World Hair Salon is reducing its energy use by installing solar thermal technology this summer. Cool Shops is one of six programs run by the Clean Air Foundation dedicated to improving air quality.

"With the heat of summer still ahead of us, everyone needs to do think about conservation," Mayor Miller said. "By participating in Cool Shops and installing solar panels, the World Hair Salon is cutting energy costs and helping make the city more liveable."

Cool Shops is a market transformation program targeting street-facing retailers in neighbourhoods across Ontario, including the 15,000 small businesses in the Greater Toronto Area. The program identifies and helps implement in-store measures that encourage small-businesses to reduce energy use, save on utility costs, and improve air quality.

As an added bonus, the Clean Air Foundation will include all participants in its Cool Shops marketing program, providing small business with exposure in their community. This summer, the Clean Air Foundation is partnering with Green\$aver to deliver site-specific energy audits of small businesses across Toronto. Green\$aver is a leader in energy efficiency audits and services and has helped over 20,000 homes reduce energy consumption and CO2 emissions while adding to their comfort. The audit includes immediate installation of equipment that will save businesses money right away.

"Solar heating of water is an idea that makes sense, not just for World Hair Salon, but surely for many businesses in Ontario." MPP Donna Cansfield said. "With encouragement and advice from programs like Cool Shops, I am sure many small businesses will be able to enjoy the rewards of lower energy costs - and all of us in Ontario will enjoy the fresh air."

World Salon ([www.world.ca](http://www.world.ca)) opened in October 1989. Since then it has endeavoured to cut energy consumption and use environmentally friendly products and services. Thanks to recommendations from the Cool Shops program, the World Salon installed an energy efficient washer and dryer and switched to compact fluorescent lights. This has reduced the salon's energy costs approximately 22% so far. More dramatic results are expected following this summer's installation of a solar hot water heating system.

“With last year’s blackout, people are realizing that energy conservation is imperative,” said Corey Diamond, Cool Shops Program Manager. “Most small businesses aren’t aware of some of the simple things they can do to reduce operating costs. Once small businesses understand the substantial savings realized with even the smallest of efforts, the better the health of the city will be. The Cool Shops program helps them do just that.”

The Cool Shops program has undertaken more than 200 energy audits of small businesses in Toronto since 2000. This year, the Clean Air Foundation intends to expand the program across Canada.

Store owners can book an energy audit by visiting [www.coolshops.ca](http://www.coolshops.ca) or calling 416-203-3106.

### **About Cool Shops**

The Cool Shops program provides small-businesses with a site-specific energy audit, including recommendations on how they can save money in the short-, medium- and long-term, immediate installation of quick initiatives and direct access to implementation partners who can provide the tools and financing to encourage a shift to more energy efficient buildings. In Toronto, Green\$aver performs the audits and provides the feedback and continuing consultations where required. All official “Cool Shops” receive a window sticker to promote their store as energy efficient and to let the community know they are taking a positive step towards clean air. Visit [www.coolshops.ca](http://www.coolshops.ca) for more information.

The Cool Shops program is supported by the Ontario Ministry of Environment, Natural Resources Canada, Enbridge Gas Distribution and Toronto Hydro.

### **About Clean Air Foundation**

The Clean Air Foundation is a not-for-profit organization dedicated to developing, implementing and managing public engagement programs and strategic initiatives that lead to a measurable improvement in air quality. The Foundation manages six public engagement programs - *Car Heaven*, *Keep Cool*, *Mow Down Pollution*, *Energy Wise*, *Switch Out* and *Cool Shops*. For more information, visit [www.cleanairfoundation.org](http://www.cleanairfoundation.org).

### **About Green\$aver**

Green\$aver is a not-for-profit, community based organization founded in 1992. Through its current home audit and facilitation program, Green\$aver has helped home owners save up to 40% on space heating requirements and reduce CO2 emissions by up to 3.2 tonnes per house per year. For more information, visit [www.greensaver.org](http://www.greensaver.org).

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