MEMBER COMMUNICATION

To the attention of the Clerk and Council
June 25, 2008

FOR MORE INFORMATION CONTACT:
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Woodstock Issues Blackout Challenge

Issue:

Following on the tremendous success many Ontario municipalities enjoyed with Earth Hour, Woodstock Hydro is once again issuing its Annual Blackout Challenge for Thursday, August 14, 2008.

Background:
The Voluntary Blackout Day challenge evolved from humble beginnings in 2005 as a local Woodstock event, to a Province wide municipal challenge in 2006. 2007 saw the challenge extended to all business owners in the Province since it occurred on a regular a business day. In 2008 Woodstock has partnered with the Blackout Day Group, a not-for-profit organization, to develop a web site that will help promote the Blackout Day Challenge to individuals, businesses and municipalities. The idea of having a Voluntary Blackout Day was conceived by the Woodstock Environment Advisory Committee (WEAC) in 2005. The Voluntary Blackout Day program acknowledges the massive Blackout that occurred on August 14, 2003. Beyond saving energy on just one day, the Voluntary Blackout Day strives to raise awareness of the need to conserve electricity the entire year.

Participation/verification methodology:

Municipalities will be able to register their participation in Woodstock’s annual challenge online! The complete site will launch at www.blackoutday.ca by the end of June. The 2008 Voluntary Blackout Day Challenge will be held on Thursday August 14 from 12pm to 8pm. Although individuals and businesses are encouraged to conserve all day long, this approach will allow for determination of a baseline consumption pattern for participating municipalities.

Those interested in more information are advised to contact:

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