

## NEWS RELEASE

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### **Power Workers' Union launches ad campaign: calls on Ontario government to rethink energy plan**

(Toronto) – Ontario's largest electricity workers' union has launched an advertising campaign focusing on the rising cost of electricity and its impact on households and businesses.

"The people of Ontario deserve a better energy plan to maintain their current standard of living," Mr. Don MacKinnon, President of the Power Workers' Union (PWU) announced today at a news conference at Queen's Park. "After considerable review, we concluded that the provincial government's current approach is outdated. These ads are designed to crystallize people's thinking about an affordable, secure electricity supply."

The ad campaign comprises several TV spots. Two depict real people talking about energy costs and one calls attention to Ontario's energy crunch as described in the press over the past few months.

"Our polling shows a majority of Ontarians believe that there is a problem with Ontario's energy system," adds Mr. MacKinnon. "Eighty-three per cent of Ontarians are concerned that their electricity bills will increase. Fifty-four per cent believe that the province does not have enough energy to provide for our future energy needs and 58 per cent are skeptical that the government has a plan to deal with our energy problems."

The poll was conducted by Innovative Research Group Inc. among 600 adults 18-years and older in Ontario from 15 to 21 August 2005. The margin of error is +/- 4.00%, 19 times out of 20.

"Ontario must devise a better plan for our energy future," continues Mr. MacKinnon. "The government's determination to close coal-fuelled generation plants is no longer viable in the current economic environment. We believe that clean coal must be maintained as a source of electricity."

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Mr. MacKinnon described a recent research trip to Europe where he saw clean coal technologies at work. “Retrofitting Ontario’s coal-fuelled plants with the next generation of clean coal technology will dramatically reduce smog emissions.”

The Power Workers’ Union believes that Ontarians require an energy supply that derives electricity from a number of sources, including clean coal, hydroelectric and nuclear, along with other economical renewable options. The PWU’s better plan – ([www.abetterplan.ca](http://www.abetterplan.ca)) – also includes a review of the province’s natural gas strategy, investment in green power and the promotion of energy efficiency. This approach will guarantee the people of Ontario and the businesses that operate here, an affordable, clean and secure supply of energy, all year round.

The Power Workers' Union is the largest electricity union in Ontario, representing employees in electricity generation, transmission, distribution, regulations, and research and development.

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