



A BETTER ENERGY PLAN

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NEWS RELEASE

For immediate release

25 April 2006

Power Workers' Union launches new ad campaign: humour underlines Ontarians' dependence on electricity

(Toronto) – Ontario's largest electricity workers' union has launched a second set of commercials aimed at reminding Ontarians that blackouts will become common place unless the province keeps coal as an energy source.

"While the television spots will bring a smile to your face, the effect of the Ontario government's determination to close our coal-fuelled electricity generation plants is no laughing matter," comments Mr. Don MacKinnon, President of the Power Workers' Union (PWU). "The blackout of August 2003 may have been caused by circumstances south of the border, but we wanted to remind people just what a blackout does to our regular way of life."

PWU first launched TV commercials and print ads for its "A Better Energy Plan" campaign in September 2005. The current ad campaign comprises three TV spots and print ads reminiscent of the blackout that hit Eastern North America in August 2003.

"Experts in the private and public sector have criticized Ontario's approach to the future demand for electricity," continues Mr. MacKinnon. "We should take our cue from countries like Denmark and Germany. They are installing clean-coal technologies at existing coal-fuelled plants. Without reliable back up generation in place, Ontario residents and businesses could see brownouts and blackouts as soon as this summer."

Ontario could save \$11 billion over the next 20 years if Ontario upgrades existing coal-fuelled plants with clean coal technology instead of replacing them with natural gas, says Mr. MacKinnon.

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POWER WORKERS' UNION

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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.abetterenergyplan.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.

See “Ad facts” for information on the commercials. The commercials can be viewed at www.abetterenergyplanPRTV.com

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A Better Energy Plan: ad facts

The new “A Better Energy Plan” ad campaign comprises three, 30-second TV spots. To assist Ontarians in recalling how the electricity disruption changed their daily routines, the commercials use humorous blackout situations such as:

1. “Elevator” – A crowd trapped in an elevator is treated to an unidentified passenger’s passing wind.
2. “Pub” – Two men in a quiet bar partake of warm beer.
3. “Stop lights” – Four cars – caught in an intersection where the traffic lights aren’t working – become a demolition derby.

These ads will run in seven southern Ontario markets and in the North between 24 April 2006 and 4 June 2006.

The print ads will be published in May 2006.

The campaign is the work of Holmes and Lee, a Toronto-based advertising agency.

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