

HARTLEY BAY SWITCHES OFF LIGHTS IN SUPPORT OF EARTH HOUR

Innovative show of support designed to inspire communities across B.C. to save energy.

HARTLEY BAY – On March 29th, from 8pm-9pm, the community of Hartley Bay will turn off all their electricity in support of Earth Hour. The results of the community wide blackout will be monitored and displayed live in real-time over the internet by the Small Energy Group.

"The community of Hartley Bay is demonstrating tremendous initiative by participating in Earth Hour." said Richard Neufeld, Minister of Energy, Mines and Petroleum Resources. "I congratulate their leadership in promoting energy efficiency and it sets an example for other communities throughout the Province."

Hartley Bay Band Councillor Cameron Hill is a leader of the initiative and expects that by communicating the results through the Small Energy Group web-portal, it will show how even small communities can make a difference. "We hope to be a model for other off-grid remote communities to reduce greenhouse gas emissions and emphasize the importance of energy efficiency here in Hartley Bay. I understand that we are the only community that has committed to turning off all of its power for Earth Hour. We are going to have a community gathering in the longhouse in our cultural centre to celebrate the event." said Councillor Hill.

"The Band pays about 50 cents a kilowatt hour to make electricity and will greatly benefit from reducing its energy use," stated Bruce Cullen from the Small Energy Group, an energy management software company in West Vancouver. "We have been working with the Band and the Province of B.C. to help the community reduce its consumption of fossil fuels, reduce harmful emissions, and save money. The Earth Hour event will save a small amount of energy on March 29, but will encourage a mindset in the community that will help save a large amount of energy in the months and years ahead."

You can watch Hartley Bay's energy conservation live at earthhour.smallenergygroup.com.

About Hartley Bay:

Hartley Bay is a small First Nations community located 145 kilometers south of Prince Rupert. It is an isolated village accessible only by air and water with a population of 120. The community is home to the Gitga'at, a band dedicated to becoming more energy efficient.

About Small Energy Group:

Small Energy Group is an energy management software company that brings intelligence to the demand for energy in buildings. Based in West Vancouver, BC, Small Energy Group works with a wide range of commercial and institutional clients to collect, analyse and display energy information to help them to reduce energy consumption and save money.

For more information visit: <http://earthhour.smallenergygroup.com>



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