



This event is



The 2010 Western Fair is bullfrogpowered®—again!

Event organizers are choosing to green fair with 100 per cent clean, renewable electricity

For Immediate Release: August 31, 2010: The 135th Western Fair, which runs from September 10 to 19, 2010, is just days away and—for the second year in a row—event organizers have signed on for Bullfrog Power to help them provide a cleaner, greener event for customers. The 10-day fair is the premier family attraction in Southwestern Ontario and is consistently recognized as one of Ontario’s top 100 events. This year, over 200,000 visitors are expected to pass through the gates to experience the sights, sounds and scents of the Western Fair.

Not surprisingly, the Western Fair uses a significant amount of electricity to power its rides, lights and deep-fryers. So how do you reduce the environmental impact of a 10-day fair? One way is to bullfrogpower the fair with 100 per cent renewable electricity.. “This is the 135th year for the Western Fair and supporting green energy is a practical and meaningful way for us to reduce the event’s environmental impact,” said Heather Blackwell, Corporate Affairs Manager, Western Fair Association. “By choosing renewable electricity, we are helping to create a cleaner environment for our fairgoers and for future generations.”

Bullfrog’s generators inject renewable electricity onto the regional grid to match the amount of power the Western Fair uses. In Ontario, Bullfrog Power’s electricity comes exclusively from local wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogoM program—instead of from polluting sources like coal, oil, natural gas and nuclear. Across Canada, Bullfrog Power uses the collective demand of its customers to cause new renewable generation to be built.

“We applaud the Western Fair Association for once again choosing Bullfrog Power for this significant event,” said Tom Heintzman, President, Bullfrog Power. “By supporting green electricity, the Association is not only reducing the fair’s environmental footprint, it is also demonstrating environmental leadership by raising awareness of simple green choices—available to all Canadians—that can help make a big difference.”

About Bullfrog Power

Bullfrog Power, Canada’s 100 per cent green electricity provider, offers homes and businesses a clean, renewable electricity choice. Bullfrog’s electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogoM program instead of from polluting sources like coal, oil, natural gas, and nuclear. Thousands of Canadian homes and businesses are doing their part to address climate change and air pollution by switching to green electricity with Bullfrog Power.

www.bullfrogpower.com <<http://www.bullfrogpower.com/>>

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