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Unleashing the “Green” Excitement

The 2009 Western Fair is bullfrogpowered

Toronto, August 27, 2009 — The Western Fair Association today announced that this year, as the midway shakes, rattles and rolls, the lights and music dazzle, the buildings hum and the food fries, the 134th Western Fair will be bullfrogpowered™ with 100 per cent low-impact renewable electricity. The association is expanding on last year’s agreement with Bullfrog, which involved bullfrogpowering the fair’s Canada building, by this year choosing green electricity for all 89 acres of the 10-day event. With the decision, the Western Fair is able to further reduce its environmental impact and strengthen its support for locally sourced green electricity and the development of new renewable power in Canada.

“Bullfrogpowering” the event means Bullfrog will ensure that as much clean, emissions-free power is injected into the regional electricity grid as the Western Fair uses—just as it does for thousands of homes and organizations across Ontario, British Columbia and Alberta. Bullfrog Power’s green electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogoM program.

“We are proud to be taking action to address climate change and clean our environment,” said Heather Blackwell, Corporate Affairs Manager, Western Fair Association. “Expanding our commitment to green electricity allows us to further reduce our emissions footprint and help to create a healthier environment for future generations.”

“The Western Fair is an important event for the London community and we are very pleased to be a part of it,” said Tom Heintzman, President, Bullfrog Power. “By choosing Bullfrog Power, the Western Fair is demonstrating true environmental leadership, helping us raise awareness about the importance of green electricity and supporting the development of new wind power in Canada.”

For more information:

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