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IMO SUGGESTS WAYS TO KEEP YOUR COOL

As the people of Ontario beat the heat with their air conditioners, the peak demand for electricity increases by more than 20 per cent over what it is on a cooler summer day. This is the same as suddenly adding a city the size of Toronto to the Ontario electricity load, the Independent Electricity Market Operator (IMO) said today.

Increased demand for power means increased prices, as the wholesale price of electricity fluctuates depending on demand for power and available supply of electricity.

With forecast highs of 36 C on Monday, consumers can reduce the demands on the electricity system, reduce the wholesale price of electricity, their own bills and benefit the environment by:

- setting air conditioners to 26 degrees Celsius or higher, or using fans as an alternative;
- turning off unnecessary lights and appliances;
- closing curtains and blinds to keep out the sun and retain cooler air inside;
- delaying the use of major power-consuming equipment such as dishwashers, washers and dryers and swimming pool pumps until after 8:00 p.m. or later.

More energy saving information is available from the Canadian Energy Efficiency Centre web site – www.energyefficiency.org.

The Independent Electricity Market Operator (IMO) is responsible for operating and regulating Ontario's wholesale electricity system and the new wholesale electricity marketplace -- linking buyers and sellers while directing the flow of electricity on Ontario's transmission system from generators and suppliers to local distribution companies and wholesale buyers.

For more information visit www.theimo.com.

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