

August 2, 2002

## IMO Thanks Public for Conservation Efforts

Ontario's Independent Electricity Market Operator (IMO) expressed its appreciation today to consumers who reduced their electricity use during the recent heat wave. These conservation efforts helped ease the strain on the electricity supply to homes and businesses across Ontario.

"This week's weather presented a real challenge to the electricity system. We appreciate the fact that consumers, businesses and market participants each had a part in conserving energy and helped us maintain an adequate power supply for the province," said Dave Goulding, President and CEO of the IMO. "With electrical energy use and demand at record levels in July, the response to our power advisories makes a real difference."

Mr. Goulding also thanked the media for coverage of the IMO's advisories. "We rely on good media coverage to get the word out to electricity consumers," he noted. The IMO released a power advisory on Monday, July 29 requesting consumers to take various steps to conserve electricity during this period of high demand. The IMO issues a power advisory when supplies of power, supplemented by imports, are forecast to be adequate, but the high demand is expected to strain the electricity system.

Air conditioning load can increase Ontario's peak demand for electricity 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.

With the prospect of continued hot weather in August, consumers can reduce the demands on the electricity system, reduce the wholesale price of electricity, their own bills and benefit the environment by:

- Reducing electricity-intensive production processes;
- 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-consumers equipment such as dishwashers, washers and dryers and swimming pool pumps until after 8:00 p.m. or later.

The IMO is responsible for operating and regulating Ontario's wholesale electricity system and the 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](http://www.theimo.com)

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