

August 12, 2002

## **POWER ADVISORY - IMO ASKS PUBLIC TO REDUCE ELECTRICITY CONSUMPTION AS HOT WEATHER, EQUIPMENT OUTAGES, STRAIN SYSTEM**

The Independent Electricity Market Operator (IMO) is asking consumers to reduce their use of electricity as higher temperatures and humidity, unanticipated generation and transmission facility outages, and increased air conditioning load are putting a strain on power supplies.

“The heat and humidity, together with the combination of unanticipated generation and transmission system problems, are expected to put significant strains on the power system today. By reducing electricity use, consumers can help relieve the system and benefit the environment at the same time,” said Paul Murphy, Chief Operating Officer of the IMO.

The IMO is asking homeowners and businesses to take the following actions:

- reduce electricity-intensive production processes;
- set air conditioners to 26 degrees Celsius or higher, or use fans as an alternative;
- turn off unnecessary lights and appliances;
- close curtains and blinds to keep out the sun and retain cooler air inside;
- delay 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.

The voluntary appeal for reduced consumption is in effect through 8:00 pm, August 14th.

The IMO issues a Power Advisory when supplies of power, supplemented by imports, are forecast to be adequate, but conditions are expected to result in strains on the electricity system. Conservation measures will benefit consumers, the environment and the electricity infrastructure.

The increased demand for power means increased prices, as the wholesale price of electricity fluctuates depending on demand for power and the available supply of electricity. Uplift charges to wholesale market participants are also expected to be higher than normal.

The Independent Electricity Market Operator (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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