



Media Release – For Immediate Release

Attention: News / City / Energy / Technology Reporters and Editors

Energy efficient streetlights unveiled in Toronto at Exhibition Place

Installation is largest in Canada

(Toronto, ON - February 28th, 2007) With the simple press of a button just after the sun set this evening, Ontario's Chief Energy Conservation Officer Peter Love, Toronto Mayor David Miller and Joe Pantalone, Deputy Mayor and Chair of the Board of Governors of Exhibition Place, along with representatives of TABIA, greenTbiz, Exhibition Place and **electromega**, turned on Canada's largest installation of Light Emitting Diode (LED) streetlights. The pilot project at Toronto's Exhibition Place shows how LED can dramatically reduce city lighting costs and cut greenhouse gas emissions.

Many people are familiar with the low-heat, energy efficient holiday lights, or even the little red lights on electronic equipment. The new LED streetlights at Exhibition Place incorporate the same technology. Each streetlight comprises 117 LEDs to produce the same intensity as a conventional streetlight. LEDs, however, use 50% less electricity and last 5 times longer.

"LED street lighting is one of the options we are enthusiastically examining in order to bring Toronto another step closer to becoming the greenest city in North America," said Mayor David Miller. "This one step will reduce costs, increase safety and improve our environment."

Alain Lamoureux, President of **electromega**, said, "I'm very pleased to demonstrate the effectiveness of this technology and show how it can improve cities."

The LED fixtures are installed along the south side of Princes' Boulevard, while the older, conventional streetlights are along the north side. The light qualities are similar, yet the LEDs consume half the electricity.

Joe Pantalone, City of Toronto Deputy Mayor and Exhibition Place Board of Governors Chair, said, "This project gives everyone an opportunity to see the LED streetlights as they walk or drive through Princes' Gates. It also gives the Exhibition Place an opportunity to see how much money can be saved from electricity and maintenance costs."

The pilot will continue through 2007 to test public acceptance, durability, light performance and weather resistance. Additional pilot tests of LED technology are planned for a number of the Business Improvement Areas (BIAs) in Toronto. "The BIAs are delighted to showcase the new technology in these lights," said John Kiru, Executive Director of the Toronto Association of Business Improvement Areas (TABIA). "TABIA is also very pleased to assist in the facilitation of these exciting projects."

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For the City of Toronto, switching to LED could mean millions of dollars in savings. Converting the city's 160,000 streetlights to LED could save the city \$6 million a year in electricity costs, in addition to reducing greenhouse gas emissions by over 18,000 tonnes. This is equivalent to removing 3,608 cars from the streets.

The initial investment needed to purchase and install the new LED streetlights would be recouped from both the electricity savings and lower replacement and maintenance requirements.

“This is a very exciting project,” said Peter Love, Ontario’s Chief Conservation Officer. “greenTbiz, TABIA and their partners have illuminated new ways for cities to help the environment, while saving electricity and money. This is a great example of how leadership in technological advancement and innovation can benefit all Ontarians.”

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greenTbiz is a program developed by the Toronto Association of Business Improvement Areas or TABIA in an effort to assist the BIAs, their member business and property owners with energy conservation, environmental programs and general education and awareness. (www.greentbiz.org)

Exhibition Place is a 192-acre waterfront site owned by the City of Toronto. It is Canada’s largest urban park and attracts more than 5.2 million visitors annually. It hosts in excess of 300 trade and consumer shows and special events every year. (www.explaceton.ca)

electromega is Canada's leading distributor of traffic control and parking control equipment, including LED traffic signals and is now introducing LED area and street lighting. (www.electromega.com)

The Toronto Association of Business Improvement Areas (TABIA) is the voice of Toronto’s BIAs, representing 25,000 businesses. (www.toronto-bia.com)