



## **MEDIA NEWS RELEASE**

FOR IMMEDIATE RELEASE

September 29<sup>th</sup>, 2006

### **'The Sun lights up the night in Bloor West Village'**

Every year, many of the 55 Toronto Business Improvement Areas (BIAs) brighten up their streets with decorative lights. This year, Bloor West Village will shine a different light on their streets by using solar power.

Bloor West Village BIA and the Toronto Economic Development Office will install **42 Photo-voltaic (PV) Solar Panels** to provide power to LED holiday lights in **87 trees** in the BIA. The PV Solar Panels will be located along Bloor Street West and some adjacent side streets within the boundaries of the BIA. **This installation will be the first of its kind in Canada.**

The PV Solar Panels will be installed on the upper portions of existing street light poles and in new decorative poles. The power generated during daylight hours by the PV Solar Panel will be stored in a battery, which will also be installed on the poles. In the evening, the power stored will be released to light up the LED lights in the trees.

The power produced by the PV Solar Panels in Bloor West Village BIA will light up over 348 sets of LED holiday lights and as a result, will remove over 1.5 kW from the grid! In addition to the energy savings, Bloor West Village will benefit from infrastructure savings due to the elimination of meters and wiring.

Driven by the local BIAs in Toronto, what commenced with energy saving light emitting diode technology in holiday lighting displays has progressed to solar power and other energy conservation initiatives. The BIAs are committed to energy reduction and the environment, delivering this message through greenTbiz, a program dedicated to this mandate within the BIAs...thinking green and saving green.

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**About Bloor West Village:**

Bloor West Village was the first BIA established in 1970. Years later, the BIA continues to deliver on its primary mandate to promote business activity, keep the area clean and attractive, and cultivate a community environment that is both diverse and appealing. A successful marketplace is a mirror reflection of a successful community and to that end, the Bloor West Village BIA strives to harmonize the needs and interests of both.

Bloor West Village was the first BIA to use decorative lighting in its trees in Toronto. Through its beautification efforts including the decorative tree lighting, Bloor West Village has created a small village in a big city. Bloor West Village continues being the first in its beautification endeavours and will be the first to use solar power for decorative street lighting.

[www.bloorwestvillage.ca](http://www.bloorwestvillage.ca)

**About TABIA:**

The Toronto Association of Business Improvement Areas (TABIA) is a non-profit umbrella organization representing the City of Toronto's 55 Business Improvement Areas who in turn represent more than 20,000 business & property owners.

[www.toronto-bia.com](http://www.toronto-bia.com)

**About greenTbiz:**

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](http://www.greenTbiz.org)