

MEDIA RELEASE



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Insulation Rebates Save Customers Millions Over Past 25 Years

St. John's, NL – Newfoundland Power and Newfoundland and Labrador Hydro (Hydro) are celebrating 25 years of offering rebates on attic and basement insulation. Since 1992 over 14,000 homeowners have been able to top up their insulation with the help of these rebates. In 2017, these participants will collectively save approximately \$4.5 million on their electricity bills.

“Insulation is the single best investment a homeowner can make to save energy,” says Krista Langthorne, Manager, Energy Conservation, Newfoundland Power. “A well-insulated home not only costs less to heat, but is also much more comfortable.”

Insulation was important in 1992 and it's just as important today. On average, home heating accounts for over half of the electricity used in electrically-heated homes. Having enough basement and attic insulation can result in significant savings. For example, insulating the basement of a 1,600 square foot home that did not previously have any insulation could result in \$450 of savings every year. Many customers don't realize that they need more insulation, but if their home was built before 2012, there's a good chance that they need more.

“Our goal is to help educate customers on how they can save energy and save money,” adds Carl Bishop, Manager, Customer Care and Energy Efficiency, Hydro. “With winter on the way, we encourage homeowners to look at their homes and how they can improve its efficiency.”

takeCHARGE is celebrating the 9th annual Energy Efficiency Week from September 25 to October 1 - and there are lots of reasons to celebrate. It started with insulation, but now through takeCHARGE, Newfoundland Power and Hydro are helping customers save with programmable thermostats, LED light bulbs, high performance showerheads and much more. Customers can visit TakeChargeNL.ca for more information on Energy Efficiency Week, tips, rebates and a chance to win an energy efficiency loot bag valued at \$250!

A joint initiative between Newfoundland and Labrador Hydro and Newfoundland Power, takeCHARGE combines the expertise and customer reach of Newfoundland and Labrador's two electricity utilities. We work together to bring energy efficiency awareness and savings to the residents of this province. Your utilities are here to provide a service — a reliable source of energy to run your homes and businesses. To us, that also means helping you use energy wisely through takeCHARGE. For energy efficiency tips and information on rebate programs, visit TakeChargeNL.ca.

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