



**For Immediate Release**

**News Release**

**FortisAlberta encourages communities to join its Earth Hour Challenge for a chance to win!**

**Calgary, Alberta – Feb. 22, 2017** - FortisAlberta, an electricity distribution company that provides service to central and southern Alberta, is offering Earth Hour grants again this year to enable municipalities to create or enhance energy efficiencies in their communities. First, second and third place winners will be awarded with **\$5,000, \$2,500 and \$1,500** grants respectively.

This will be the fourth year that FortisAlberta is running its Earth Hour Challenge and they encourage communities within its service territory to save energy for a chance to win. Grants will be awarded to the top three communities with the highest energy savings per capita during the Earth Hour event which takes place on **Saturday, March 25 from 8:30 to 9:30 p.m.**

“Even though it’s just one hour, it’s an opportunity to be mindful of the power you use, and look for ways to reduce your energy consumption,” says Natasha Russell, Corporate Communications Advisor.

Earth Hour is a global event that takes place in March every year with the goal of encouraging people and businesses to turn off unnecessary lights, appliances and electronic devices to help conserve power and raise awareness around environmental issues.

“Last year, 25 communities entered the FortisAlberta Earth Hour Challenge and they each came up with their own unique ways to reduce energy consumption. We hope to generate even more enthusiasm this year,” adds Natasha.

**The deadline for submissions to FortisAlberta’s Earth Hour Challenge is Monday, March 13, 2017.** To determine the winners, FortisAlberta will compare electricity consumption for the same hour on the previous Saturday (March 18) and the three communities with the lowest electricity consumption will be awarded. To learn more about the 2017 Earth Hour Challenge visit: [fortisalberta.com/earthhour](http://fortisalberta.com/earthhour).

FortisAlberta is also running an Earth Hour social media contest. To participate, residents are encouraged to participate on Facebook, Twitter and Instagram using #FortisABEarthHour for chances to win energy efficiency prizes.

**About FortisAlberta**

As owner and operator of more than 60 per cent of Alberta’s total electricity distribution network and more than 122,000 kilometres of power lines, FortisAlberta’s focus is the safe and reliable delivery of electricity to its 544,000 customers in 200 communities across Alberta.

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