



Are You a Cool Truro Business?

Who's to say what's cool? Teens? Hollywood? A thermometer? Well, how 'bout your customers? Almost 300 Truro area households have participated in the *Cool Truro* power-use reduction campaign. Whether motivated by cutting costs or cutting carbon pollution, these consumers pledged to reduce electrical power consumption through energy efficiency steps. ***We think they'd support local businesses with that same sense of cool!***

We'll let Truro know about businesses making an effort to be energy efficient. It's free. In fact, it could attract customers and qualify you for a cash prize.

Become Cooler!

To receive a *Cool Truro Business* identifier, you simply have to do **one or more** of the following:

1. Take the *Cool Truro Biz Pledge*: "***Over the next month we will take steps to be more energy efficient.***";
2. Sign on for one of CoRDA's free personalized *Energy & Environmental Review**;
3. Demonstrate considerable efficiency efforts made over the past year.

...And Win!

If you're a business with non-demand electrical power billing (Nova Scotia Power Rate 11) please enter our *Cool Truro Business* power-use reduction contest. It's quick and easy. Simply give us permission to compare your February/March 2009 power bill with the one for the same period this year. The top three percentage drops in consumption will be our winners.** In early spring, we'll tally the results and award 3 cash prizes: 1st \$600; 2nd \$500; \$400. And...you'll be certifiably cool!

* An *Energy & Environmental Review* is offered by CoRDA and is designed to help your business reduce energy, water consumption, chemical, waste, and greenhouse gas emissions with your bottom line in mind. For more information, see www.corda.ca/doingbusiness/greeningyourbusiness/energyenvironmentalreviews.

** The 'biggest losers' will be scrutinized to ensure that the improvement was due to an efficiency measure (as opposed to things such as equipment failure or business closure).

To get involved or learn more, please contact *Cool Truro* Coordinator **Mark Austin** at **956 - 1652** or **maustin@truro.ca**. To line up an *Energy & Environmental Review* contact CoRDA Sustainability Coordinator **Ericka Wicks** at **896-2011** or **ewicks@corda.ca**.

