

The *Biggest Losers* are Big Winners!

(Inuvik) - Reducing energy consumption really pays – just ask Inuvik’s Barb Kiely and Richard Campbell, grand prize winners of Inuvik’s *Biggest Loser* contest.

The *Biggest Loser* contest was created by the Town of Inuvik, with backing from the Northwest Territories Power Corporation (NTPC) and Inuvik Gas, to encourage utility conservation in the community. According to the rules the participant that recorded the greatest reduction in electricity, water, and natural gas over the year would win the grand prize.

Kiely and Campbell’s reduction was nearly 22%.

For that achievement, the couple won the equivalent of one year of free gas from Inuvik Gas and a matching cash amount from the Northwest Territories Power Corporation: a cheque for over \$2,300!

“Our consumption and bills were dropping each month and we had more cash left in our pockets,” says Kiely, “You really can save a lot by cutting your daily usage.”

Campbell agrees, adding that the prize will be a big help.

“We worked hard to conserve and that resulted in significant savings. Now we’ve got prepaid utilities, probably for the rest of the year. It’s great!”

The couple opted to have the prize money applied to their electricity account to pay for future consumption.

NTPC views these results as a real incentive for other customers to conserve energy.

“When you start doing the little things, like unplugging unused appliances, limiting TV and gaming, avoid using space heaters, that’s when you see a real difference,” says Leon Courneya, the Corporation’s President and CEO, “The key is to keep consumption below 700 kWh per month. That way, customers in Inuvik and other smaller communities pay the same rate as Yellowknife residents.”

In addition to customer savings, NTPC sees this as a positive step towards further reductions of greenhouse gas emissions. The Corporation recently received recognition from the CSA’s Greenhouse Gas Registry for its ongoing efforts to reduce harmful emissions. In fact, NTPC has reduced greenhouse gas emissions by 54% since 1990.

The Northwest Territories Power Corporation has plenty of tips to help customers reduce consumption and costs. All customers are encouraged to visit NTPC’s website at www.ntpc.com to learn more.

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