

News Release: FOR IMMEDIATE RELEASE

**FortisBC teams up with Business Improvement Areas of B.C. to put on a sweater and “Turn Down the Heat” for the third year running #turndowntheheatweek**  
**Challenge encourages energy conservation and donations of warm sweaters for charity**

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**Sechelt Downtown Business Association – January 22, 2015:** FortisBC and the Business Improvement Areas of BC (BIABC) are again teaming up to promote energy conservation during “Turn Down the Heat Week” February 1 to 7, 2015. Participating businesses in over 20 Business Improvement Areas (BIAs) in BC will turn down the heat at work and at home, and wear sweaters to help promote energy conservation. Businesses will also collect sweaters and other warm clothing to be donated to local charities. For the last two years this campaign has collected more than 10,000 sweaters across BC.

Local Sechelt business are accepting the challenge during “Turn Down the Heat Week.” Some will offer sales on sweaters or on hot drinks; and some will find creative ways to collect warm clothes for the local Salvation Army. The Sechelt Downtown Business Association is challenging the community to donate 900 sweaters this year that will go to the local Salvation Army for those in the community in need.

“We’re thrilled to be working with our partners at FortisBC again,” said BIABC Vice President, Gay Pooler. “Turn Down the Heat Week is a simple, grassroots campaign. The response from small businesses and local charities has been so positive – we can’t wait to get started.”

“Turn Down the Heat Week is an excellent reminder of how simple lifestyle changes can cut down our energy use,” said Roger Dall’Antonia, executive vice-president, customer service & regulatory affairs, FortisBC. “It’s also an opportunity to give back to the community. To support the initiative, our employees will once again be collecting sweaters for those in need.”

Watch the activity unfold at:

[www.facebook.com/pages/Business-Improvement-Areas-of-British-Columbia/309043999183538](http://www.facebook.com/pages/Business-Improvement-Areas-of-British-Columbia/309043999183538) AND

[www.twitter.com/BusinessAreasBC](http://www.twitter.com/BusinessAreasBC) #turndowntheheatweek @BusinessareasBC @FortisBC

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*The Business Improvement Areas of British Columbia (BIABC) champions strong, vibrant, and successful downtowns, main streets, and commercial districts throughout British Columbia. BIABC represents 60 BIAs and 60,000 businesses throughout B.C. [www.bia.bc.ca](http://www.bia.bc.ca)*

*FortisBC is a regulated utility focused on providing safe and reliable energy, including natural gas, electricity and propane. FortisBC employs more than 2,200 British Columbians and serves approximately 1.1 million customers in 135 B.C. communities. FortisBC owns and operates two liquefied natural gas storage facilities and four regulated hydroelectric generating plants, approximately 7,150 kilometres of transmission and distribution power lines, and approximately 46,000 kilometres of natural gas transmission and distribution pipelines. FortisBC Inc., FortisBC Energy Inc., FortisBC Energy (Vancouver Island) Inc., and FortisBC Energy (Whistler) Inc. do business as FortisBC. FortisBC is indirectly wholly owned by Fortis Inc., a leader in the North American electric and gas utility business. Fortis Inc. shares are listed on the Toronto Stock Exchange and trade under the symbol FTS. Additional information can be accessed at [www.fortisinc.com](http://www.fortisinc.com) or [www.sedar.com](http://www.sedar.com).*

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## MEDIA BACKGROUNDER

The following Business Improvement Associations will be participating in “Turn Down the Heat Week” in their respective communities February 1 – 7, 2105.

### Participating Business Improvement Associations and Charity Alignment 2015:

<b>Business Improvement Area</b>	<b>Charity Name</b>
Collingwood BIA	Collingwood Neighbourhood House & Renfrew-Collingwood Homelessness Committee
Downtown Courtenay BIA	Northgate Foursquare Church
Downtown Chilliwack BIA	Ruth and Naomi Mission
Downtown Penticton Association	South Okanagan Women in Need Society
Hastings North BIA	Under One Umbrella
Kamloops Central BIA	Canadian Mental Health Association; Emerald Shelter & Clubhouse
Downtown Kelowna BIA	Kelowna's Gospel Mission
Downtown Langley Merchants Association	Gateway of Hope
Downtown Maple Ridge BIA	The Caring Place
Downtown Nanaimo BIA	The Men's Centre / Women's Resource Society
Downtown New Westminster BIA	The Lookout Society
Point Grey Village BIA	The Salvation Army
Sechelt Downtown Business Association	The Salvation Army
Uptown Rutland Business Improvement Assoc.	The Salvation Army
Downtown Vernon Association	Canadian Mental Health Association
Downtown Victoria Business Association	Victoria Cool Aide Society
West Broadway BIA	YMCA Metro Vancouver
West Quesnel Business Association	Seasons House
Williams Lake Central BIA	Cariboo Chilcotin Child Development Association; Canadian Mental Health Association
White Rock BIA	TBC

To access high resolution images from “Turn Down the Heat Week” follow this link:  
[http://www.bia.bc.ca/index.php?area\\_id=1009&page\\_id=1055](http://www.bia.bc.ca/index.php?area_id=1009&page_id=1055)