

## News Release

FOR IMMEDIATE RELEASE

### **They are so hot they turned down the heat! FortisBC partners again with Business Improvement Areas of B.C. with the successful “Turn Down the Heat Week” campaign that runs in 21 business communities across B.C.**

#### **Challenge encourages energy conservation and donations of warm sweaters for charity**

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**VICTORIA, B.C. – January 30, 2014:** FortisBC and the Business Improvement Areas of B.C. (BIABC) are teaming up once again to promote energy conservation during “Turn Down The Heat Week”, February 1 to 8 2014. Participating businesses in approximately 21 Business Improvement Areas (BIAs) will turn down the heat at work and at home and wear sweaters to help promote energy conservation. This event is collaboration between FortisBC and BIABC with the enthusiastic support of Business Improvement Associations from all over the province.

Last year the event raised over 5,000 sweaters, twice the campaign goal, and those were donated to local charities in need. Businesses championed together to turn their thermostats down and help encourage their customers to do the same at home.

“The objective of “Turn Down the Heat Week” is to make everyone more aware of energy conservation – and what can be easily done to reduce it – while collecting sweaters for those in our communities who can really use them,” said Ken Kelly, Chair of the BIABC. “This is another example of BIA’s in downtowns and commercial centers in the province reinforcing the sense of community between businesses and residents. We appreciate FortisBC supporting our desire to emphasize the importance of many doing something small, and whose efforts together can have a huge impact.”

“FortisBC is pleased to support “Turn Down the Heat Week” once more. We’re committed to raising awareness about the small steps our customers can take to become more energy efficient, like putting on a sweater instead of turning up the thermostat,” said Doug Stout, vice-president, energy solutions and external relations, FortisBC. “Space heating accounts for about 50 per cent of a customer’s energy bill – so these small changes could really help them lower their energy use.”

Local BIAs will collect donations of sweaters and other warm clothing with a combined goal of 3,000 sweaters from participating BIA communities. For its part, FortisBC will be challenging its employees to collect donations of gently used or new sweaters for local organizations who will give the sweaters to those in need

Each business will be taking a slightly different approach to the challenge during “Turn Down the Heat Week.” Some will offer sales on sweaters or on hot drinks; some will hand out flyers about energy efficiency; and some will find creative ways to collect warm clothes for local charities. Each BIA will find a different local social service provider to accept the clothing donations at the end of the event. Watch all the activity unfold at:

<http://www.facebook.com/turndowntheheatweek>

Business Improvement Areas across BC challenge you to turn down the heat and donate a sweater!

*The mission of the Business Improvement Areas of British Columbia (BIABC) is to demonstrate leadership that will champion 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)*

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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 – 8.

**Participating Business Improvement Associations and Charity Alignment 2014**

Chilliwack Downtown Chilliwack BIA	Charity unconfirmed at this time
Collingwood BIA	Collingwood Neighbourhood House – Renfrew-Collingwood Homelessness Committee
Comox Business In Action	Local Salvation Army
Downtown Courtenay BIA	Dawn To Dawn, Action On Homelessness Society
Hastings Crossing BIA	Downtown Eastside Women's Centre
Hastings North BIA	Under One Umbrella Event
Kamloops Central BIA	Canadian Mental Health Association; Emerald Shelter & Clubhouse
Downtown Kelowna BIA	Kelowna's Gospel Mission
Kitsilano West 4th BIA	First United Church, Business Now, Tuesdays Dry Cleaners
Downtown Langley Merchants Association	The Gateway of Hope
Downtown Maple Ridge BIA	The Caring Place
Downtown New Westminster BIA	Same As Last Year – name?
Parksville Downtown Business Association	The Salvation Army
Downtown Penticton Association	UNCONFIRMED
Point Grey Village BIA	UNCONFIRMED
Downtown Sechelt Business Association	The Salvation Army
Uptown Rutland Business Improvement Assoc.	The Salvation Army
Downtown Victoria Business Association	Cool Aid
West Quesnel Business Association	Seasons House
White Rock BIA	UNCONFIRMED
Williams Lake Central BIA	Cariboo Chilcotin Child Development Association, Cariboo Chilcotin Canadian Mental Health Association, Woman's Contact Society

To access high resolution images from “Turn Down the Heat Week” follow this link:

<http://www.bia.bc.ca/turndowntheheatweek>