

**Press Release
For Immediate Release
Tuesday, September 21, 2010**

**For More Information
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ICE BEAR SAVING POLAR BEARS

Tuesday, September 21, 2010 – The Toronto Zoo has demonstrated leadership in energy conservation management once again through a joint venture announced today at the Toronto Zoo with Toronto Hydro Electric-System Ltd. (“Toronto Hydro”), Ontario Power Authority and Ice Energy Inc. for a unique pilot project using Ice Bear energy storage technology. The Ice Bear system located at the Zoo’s Tundra Trek Caribou Café stores energy at night, when demand on the grid is low and electricity generation is more efficient and less expensive. It delivers that stored energy during the day to a building’s air conditioning system, significantly reducing the amount of electricity needed to cool the building on peak. The electricity required for air conditioning– typically as much as 40-50% of daytime peak daytime demand – can be reduced by 95%. The heat waves experienced this past summer suggest Toronto Zoo is an ideally suited location for this type of thermal energy storage solution.

“This project is great for many reasons, but especially because it promotes the connection between biodiversity conservation in the high Arctic and energy choices in more southern regions” says John Tracogna, Toronto Zoo CEO. “The Toronto Zoo is proud to partner with Toronto Hydro, the Ontario Power Authority and the private sector from south of the border”. The Toronto Zoo is committed to conservation of endangered species, and efforts in 2010 particularly focused on Arctic ecosystems and the polar bear. The Ice Bear unit will be used as an educational exhibit near the new Polar Bear exhibit for Zoo visitors, with graphics and signage explaining the importance of energy conservation, and the impacts on climate change.

Electricity consumption represents 26 per cent of all greenhouse gas emissions in the City of Toronto. As part of the City’s Climate Change Plan and in support of the Province’s efforts to phase out coal power generation, Toronto Hydro is aggressively pursuing conservation opportunities and developing programs to help customers conserve electricity and save money. Chris Tyrrell, VP and Chief Conservation Officer at Toronto Hydro believes that while the utility has been very successful over the past few years with its conservation programs, there is much more that can be done as technology evolves. “The Ice Bear at the Toronto Zoo is just one great example of what is new, innovative and ideal for those customers who want to shift their cooling loads to lower priced off-peak electricity rates. We anticipate that the Zoo will be able to shift 15 kW (cooling of the Caribou Café) to off peak times saving an estimated \$700 each cooling season which is equivalent to then electricity demand of about 11 homes.”

Funding has been awarded from the Ontario Power Authority to pilot the Ice Bear energy storage project at the Toronto Zoo in 2011. "Ontario is currently leading the way to a cleaner, reliable and sustainable electricity system," said Ben Chin, Vice-President of Communications at the Ontario Power Authority. "The reason we are leading is because of our commitment to innovation – from the Feed-in Tariff Program, to our Conservation and Technology Development Funds. The Ontario Power Authority's Conservation Fund provides a crucial forum for those harnessing the potential of innovative approaches to conservation, offsetting the future need to build expensive generation and giving Ontario a cleaner, greener tomorrow. We are proud to contribute to this successful project."

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The Zoo is located on Meadowvale Road north of Hwy. 401, Exit 389 east or west bound.

Hours of operation are 9:00 am –7:30 pm with last admissions at 6:30 pm.

General Admission (ages 13-64) is \$23, Children (ages 4-12) are \$13, Seniors (aged 65+) are \$17, Children ages 3 and under are free. Parking is \$10. Events and admission prices are subject to change without notice.

For general information, call (416) 392-5929 or visit

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