



***Together We Care* Convention and Trade Show Goes Green** **- ORCA and OLTCa engage Direct Energy Business to offset carbon emissions -**

TORONTO, ON – April 2, 2009 – As part of the ‘think green’ campaign organizers of the *Together We Care* convention and trade show have engaged Direct Energy Business to offset carbon emissions from energy consumed at the upcoming event. Organized by the Ontario Retirement Communities Association (ORCA) and the Ontario Long Term Care Association (OLTCA), the three-day convention is the largest of its kind in Canada catering to the long term care and retirement industries.

Carbon emissions are offset through the purchase of Renewable energy certificates (RECs) equivalent to the amount of electricity used by the event. These RECs, which come from EcoLogo™ certified generation facilities, represent proof that one megawatt hour (MWh) of electricity was generated from a renewable source—such as wind or low impact hydro—and delivered into a power grid.

“Direct Energy Business is committed to developing products and services that help our customers reduce their environmental impact and become more energy efficient,” said Graham Leith, Senior Director, Direct Energy Business. “*Together We Care* organizers, delegates and exhibitors can take pride in knowing the carbon impact of the event will be substantially reduced.”

In addition to reducing carbon emissions, 2009 convention organizers have implemented a number of initiatives to reduce their impact on the environment. From electronic registration packages, onsite reusable tote bags, placement of recycling bins around the convention centre, several efforts are being made to encourage exhibitors and delegates to ‘think green.’

“Offsetting our energy usage is a natural evolutionary step to reducing the show’s carbon footprint,” says Gord White, CEO, ORCA. “Caring for the environment is important to our delegates and an extension in their feelings of stewardship from work they do day-to-day with seniors. These are caring people and it resonates within many areas of their lives.”

Show organizers have also introduced the “Green 5 Award” to recognize exhibitors committed to minimizing their environmental impact at the show. Exhibitors must complete a self-assessment and report on efforts they’ve made to meet five pre-determined criteria exemplifying environmental stewardship.

Together We Care is being held at the Metro Toronto Convention Centre from April 5 -7, 2009. Hosted by the Ontario Long Term Care Association (OLTCA) and the Ontario Retirement Communities Association (ORCA), it is the Canada’s largest gathering of owners, operators and senior managers of long term care and retirement sectors.

About Direct Energy Business

Direct Energy is one of North America’s largest energy and energy-related services providers with over 5 million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE: CNA), one of the world’s leading integrated energy companies, Direct Energy operates in 22 states plus DC and 10 provinces in Canada. To learn more about Direct Energy, visit www.directenergy.com and www.directenergybusiness.com.

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