



POWER UP!

Renewable Energy Co *↗* Operative

Member – Ontario Sustainable Energy Association, World Renewable Energy Council

MEDIA ADVISORY

July 26, 2006

re: PURE Co-op Orangeville Office - Now Open! - new staff hired.

**Official Opening Ceremony - Tuesday, August 1st, 5:00pm
or drop in anytime: 4pm to 7pm, refreshments provided**

*Come to the PURE office opening and learn about energy issues
and how you can be part of the solution - refreshments provided.*

PURE - the Power Up Renewable Energy Co-operative, is pleased to announce that it has opened an office, at **243 Broadway Ave.** in downtown Orangeville, and hired a further two part-time staff members to help the Co-op carry on with it's many exciting projects and activities (see below).

On Tuesday, August 1st, PURE board members will be on hand to celebrate the official opening of the office, introduce staff, and speak to media and the public about PURE Co-op's activities and plans for the future. Please visit at **5:00pm** for the official opening ceremony, or drop in anytime between 4:00pm and 7:00pm for a tour and refreshments.

Also on hand - PURE has made arrangements for a visit by the "**Renewable Energy Trailer**", courtesy of Orangeville's **Reduce The Juice** project, during the PURE office opening event.

PURE is a non-profit renewable energy co-operative, working to deliver community-based sustainable energy strategies to Orangeville, Dufferin County and the Headwaters region. With the opening of its Orangeville office and new staff members - PURE Co-operative will provide an operation and resource centre for members and the public who want to learn more about renewable energy and get involved in PURE's activities. PURE's current on-going projects and activities include:

- **Energy \$treet** - PURE is organizing a focused section of the upcoming Greater Dufferin Area Chamber of Commerce **Home & Lifestyle Show**. "**Energy \$treet**" will provide "**Clean Energy & Conservation Ideas for Homeowners and Landowners**", September 29th to October 1st, 2006
- **Community Wind** - working with local wind developers and members to explore projects and methods to deliver community-based wind power which will benefit all members of the community
- **Solar Power** - an education and group-purchase initiative is underway to make solar hot water systems and/or solar photovoltaic systems available to co-op members at reduced cost
- **Water Power** - PURE is actively engaged with a local developer to restore an historic water power site in our region, and provide an exciting investment opportunity for members
- **Sustainable Building** - PURE is actively participating in some local development projects which will demonstrate sustainability in terms of construction, materials, indoor air quality, and ongoing energy, water and waste handling issues.

For further information, visit our website or please contact PURE General Manger Tony Howard (see below).

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