

Media Release

For Immediate Release

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Imagine Canada recognizes community partners

Regina – The Saskatchewan Institute of Applied Science and Technology (SIAST) and The Salvation Army were presented today with a Canadian Business and Community Partnership Award from Imagine Canada for their outstanding partnership in support of the SaskEnergy Home Energy Efficiency Project (HEEP).

“Community investment takes initiative, time and much organization. With projects like HEEP, the community grows in a positive way while all the companies involved, significantly strengthen their reputation and impact on the community,” suggests Jocelyne Daw, keynote presenter and Vice President Marketing and Community Engagement, Imagine Canada.

Imagine Canada is a national registered charity with offices in Toronto, Calgary and Ottawa that looks into and out for Canada’s charities and nonprofits.

The award presentation followed a community building forum presented by IABC Regina, which included a panel discussion of community investment professionals, communicators and the non-profit sectors sharing best practices and lessons learned through innovative community investment partnership as well as Jocelyne Daw’s keynote presentation entitled “Better Business, Stronger Communities.”

“SaskEnergy has a remarkable track record of investing time and resources to make a difference in Saskatchewan communities. The Home Energy Efficiency Project has attracted attention from across Canada because it has demonstrated the power of what can be accomplished through genuine community collaboration,” said Leslie Gosselin, Manager, Advertising and Community Relations, SaskEnergy.

HEEP helps low income Saskatchewan families lower their energy consumption and natural gas and electrical bills. Since the creation of the program in 2005, thousands of volunteers from SaskEnergy and their partner organizations have assisted over 1,400 families with simple energy efficiency measures such as installing programmable thermostats, replacing furnace filters, installing weather-stripping on doors, insulating leaky windows for the winter and installing low-flow showerheads.

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For further information, contact:

Shannon Doka
Community Involvement Coordinator
SaskEnergy
(306) 539-2169

Candace Weimer
Communications Coordinator
SaskEnergy
(306) 536-8359