



REGIONAL DISTRICT OF OKANAGAN-SIMILKAMEEN PRESS RELEASE September 9, 2010

Green-Cent\$ Program Saves Money for Businesses

Small and medium businesses in Penticton, Naramata, Summerland, Oliver, Osoyoos, and Okanagan Falls can now participate in an innovative program to save money by lowering energy, water and waste costs. Called Green-Cent\$, and financed by local utilities and local governments, the program provides free and quick water, waste and energy assessments open to any business in the RDOS.

The City of Penticton Water Conservation Program, RDOS Waste Reduction, FortisBC and the Okanagan Basin Water Board worked together to form the Green-Cent\$ program. The goal is to help businesses lessen energy and water consumption and reduce waste.

Deyne Borgia-Ellis, Environmental Ambassador, has been working in the Penticton and Naramata for several months and can now work with businesses in the whole South Okanagan.

“Many of the businesses I’ve talked to were unaware of the different rebates and conservation programs available for changing out lighting or buying energy efficient equipment,” says Borgia-Ellis. “Businesses can save a lot of money by switching their equipment or improving their practices. The sooner we show them the options available; the sooner they can start saving!”

Borgia-Ellis is designing a promotional campaign and door stickers for businesses that undertake an assessment. This will help promote the actions of green businesses that take the time to save money and help the environment.

“Businesses have the potential to save money every time they turn on a light, twist a tap or put out recycling. That adds up fast!”

For more information on the Green-Cent\$ program please contact Deyne Borgia-Ellis at 250-490-2565 or watersmart@pentiction.ca.

D. Ashton
RDOS Board Chair

DISTRIBUTION:

All Press
All Directors
CivicInfo
RDOS Intranet
RDOS Internet
B. Newell, Chief Administrative Officer
P. Tracy, Human Resources Manager

File: 1470.01
G:\Administration\PressReleases\2010\Green_Cents_Press_Release.docx