



Canadian
GeoExchange
Coalition

Coalition
canadienne
de l'énergie
géothermique

934, Sainte-Catherine Est, Bureau 220
Montréal (Québec) H2L 2E9
T : (514) 807-7559
F : (514) 874-1272
www.geo-exchange.ca

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Canadian GeoExchange Coalition (CGC) and the Centre for Energy sign cooperation agreement

Montréal, October 20, 2005 – The Canadian GeoExchange Coalition (CGC) and the Canadian Centre for Energy Information (Centre for Energy™) signed a Memorandum of Understanding (MOU) formalizing their commitment to enhance effectiveness by sharing marketing and communication tools and expertise.

“Our partnership is essentially about pooling specific resources to achieve greater visibility so that we can reach more Canadians with our messaging about alternative energy,” said Denis Tanguay, Executive Director of the CGC. “Keeping Canadians well informed about the various sustainable and cost efficient energy management options on the market is paramount to the CGC.”

The agreement provides that both parties agree to cooperate in a variety of areas, specifically on matters involving information exchange and portal content opportunities, promotion (print and online), and website traffic.

“The Centre for Energy values its partners in energy as they help to extend our research, drive traffic to the portal (www.centreforenergy.com) and deepen the content on our portal print publications,” added Colleen Killingsworth, President of the Centre for Energy. “We are pleased to welcome the Canadian GeoExchange Coalition as our newest partner in energy and look forward to establishing a long-term relationship.”

The Canadian GeoExchange Coalition (CGC) acts as the industry catalyst to unite private and public sector stakeholders and expand the market for ground source heat pumps in Canada. CGC is responsible for the management of a \$3.2 million agreement with Natural Resources Canada (NRCan). CGC members and NRCan are scheduled to invest over \$10 million in geoexchange initiatives during three years. As the nexus of information, training, standards and public awareness, our mandate is to work with stakeholders to build the necessary infrastructure to respond to the climate change challenge, and to go beyond.

The Centre for Energy is a non-profit organization created in 2002 to meet an urgent need for information about all parts of the Canadian energy sector from oil, natural gas, coal, thermal and hydroelectric power through to nuclear, solar, wind and other sources of energy. Developed for North American audiences, the Centre for Energy believes that an informed public better understands and supports energy policy and regulatory choices, makes better business decisions related to energy, chooses careers in energy, invests in energy and uses energy more wisely.

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For inquiries, please contact:

Daniela Pizzuto
Communications Manager
Canadian GeoExchange Coalition (CGC)
(514) 807-7559, extension 33
daniela.pizzuto@geo-exchange.ca
www.geo-exchange.ca

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