

For Immediate Release

March 27, 2023

Alectra’s commitment to community well-being recognized by Electricity Distributors Association (EDA) with Public Relations Excellence Award

Mississauga, ON – At its annual awards ceremony, the Electricity Distributors Association (EDA) recognized Alectra with the 2022 Public Relations Excellence Award for its community focused “Five Years of Caring” campaign. The campaign was launched in support of the company’s fifth anniversary.

“It’s an honour to be recognized by the EDA for our public relations campaign built on Alectra’s commitment to the health and welfare of the communities we serve,” **said Brian Bentz, President and CEO, Alectra Inc.** “A lot can be achieved in five years, we are proud to make these important investments to assist the agencies who are working on the front lines to help those in need.”

Alectra’s “Five Years of Caring” campaign used several communications channels to announce multi-year sponsorships. Some major sponsorship announcements included:

- As the Official Energy Supplier of the Niagara 2022 Canada Summer Games, Alectra installed cutting-edge solar tech on the roof of the Henley Rowing Centre as well as electric vehicle chargers.
- Supporting the Trillium Health Partners’ clinical research for community mental health and equity valuing \$1,050,000 over seven years.
- Sponsoring the Alectra Fund for Health and Social Innovation at Royal Victoria Hospital with a commitment of \$500,000 over five years.
- Donating to Guelph General Hospital for sterilization containers for operating room instruments totalling \$180,000 over three years.
- Establishing the Alectra Equity, Diversity and Inclusion (ED&I) Undergraduate Awards at York University’s Faculty of Environmental and Urban Change with \$84,000 over four years.

The campaign was executed through a news release, organic social media, a six-week paid advertising campaign, customer and shareholder newsletters, employee communications, and a [“Five Years of Caring” video](#) highlighting its community support map.

Additionally, Imagine Canada named Alectra a “Caring Company” for its contributions to charitable community organizations. This trustmark recognizes Alectra as a corporate leader who is helping to set the standard for community investment in Canada and further builds public recognition of our investment efforts. Alectra is also one of Corporate Knights’ Best 50 Companies, and is named a Top Employer in the Greater Toronto Area.



For more information on Alectra's five-year path, visit alectra.com/about-community-support.

About Alectra Utilities

Serving more than one million homes and businesses in Ontario's Greater Golden Horseshoe area, Alectra Utilities is now the largest municipally-owned electric utility in Canada, based on the total number of customers served. We contribute to the economic growth and vibrancy of the 17 communities we serve by investing in essential energy infrastructure, delivering a safe and reliable supply of electricity, and providing innovative energy solutions.

Our mission is to be an energy ally, helping our customers and the communities we serve to discover the possibilities of tomorrow's energy future.

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