

**Press Release
For Immediate Release
Sunday, August 29, 2010**

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Zoo polar bear exhibit weather station goes Solar! Alternative energy display connects visitors to Arctic experience.

Sunday, August 29, 2010, Toronto, Ontario: The Zoo achieved another step toward its goal of being carbon neutral with the recent installation of solar panels at the polar bear exhibit located in the new Tundra Trek. The Aurora Borealis Weather Station at the polar bear exhibit is now powered in part by the panels. Importantly, this project achieved EcoLogo™, a national certification assuring that stringent environmental standards have been verified by a third party auditor. The Toronto Zoo joins an elite group of zoos, aquariums and wildlife centres with this EcoLogo™ Certification of an alternative energy source. The project was made possible with a generous donation by Direct Energy Business.

The installation also serves a dual purpose and helps Zoo visitors understand the importance of alternative energy sources by showing how researchers in the Arctic wanting to understand climate change often rely on back-up power or alternative energy in remote areas. "This project is great for many reasons but especially because it promotes the connection between biodiversity conservation in the high Arctic and alternative energy choices for us living in southern regions" said Dave Ireland, Zoo Curator, Conservation.

"Direct Energy Business strongly supports and invests in renewable energy projects such as the EcoLogo™ – certified solar panels at the Zoo and the prospect of further educating zoo guests", commented Geoff Duda, VP Canadian Operations at Direct Energy Business. "As the largest energy retailer in Ontario, we're continually working with and advising customers and partner organizations to implement sustainable and energy efficient solutions."

The installation can be found at the Aurora Borealis Weather station located at the polar bear exhibit in Tundra Trek.

Direct Energy Business is one of North America's largest commercial retail energy suppliers, offering a robust suite of green product options for commercial and industrial customers concerned with reducing their carbon footprint and moving towards more sustainable business practices.

For more information on this project and other Energy Conservation initiatives at the Toronto Zoo, please visit <http://torontozoo.com/conservation/conservationInitiatives.asp>.

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The Zoo is located on Meadowvale Road north of Hwy. 401, Exit 389 east or west bound. Hours of operation are 9:00 am – 7:30 pm with last admissions at 6:30 pm. General Admission (ages 13-64) is \$23, Children (ages 4-12) are \$13, Seniors (aged 65+) are \$17, Children ages 3 and under are free. Parking is \$10. Events and admission prices are subject to change without notice.

For general information, call (416) 392-5929 or visit

torontozoo.com