



**NEWS RELEASE – April 22, 2015**

## **Veridian celebrates Earth Day as one of Canada’s Greenest Employers for sixth consecutive year**

**Ajax, ON** – Today, Veridian Corporation (“Veridian”) is celebrating Earth Day as one of Canada’s Greenest Employers for a sixth consecutive year. This special designation recognizes Veridian as a workplace that leads the nation in creating a culture of environmental awareness, has developed earth-friendly initiatives and is attracting people to the company because of its environmental leadership.

“Veridian believes in being a careful steward of Earth’s finite resources and taking steps to minimize the impacts of climate change. With this in mind, the company is investing in clean energy technology and resilience that makes communities more sustainable,” says Board Chair Adrian Foster. “The company’s environment first thinking and corporate initiatives have allowed us to recruit and retain talented employees who define the company’s responsibility to think green today, tomorrow and for the future.”

Each employer nominated for the award is evaluated on the unique environmental initiatives and programs they have developed, the extent to which they have been successful in reducing the organization’s own environmental footprint, the degree to which their employees are involved in these programs and whether they contribute any unique skills, and the extent to which these initiatives have become linked to the employer’s public identity and whether they attract new people to the organization.

“Veridian has always been, and will continue to be, committed to a cleaner and healthier environment because our customers and the communities we serve expect it and we demand it of ourselves,” explains company President and CEO Michael Angemeer. “Our message to our employees and communities is that we have to be not only more sustainable but beneficial, working to reduce local pollution and climate change through actions each one of us can take on. Being named one of Canada’s Greenest Employers for a sixth consecutive year is a remarkable achievement, but the biggest winner is our planet and our collective future.”

The competition’s selection committee cited the following reasons why Veridian was selected as one of Canada’s Greenest Employers for 2015:

- Encourages alternative transportation whenever possible through a free bike sharing program, secure bike parking and shower facilities, online Smart Commute carpool (with reserved parking for car-poolers) and a transit subsidy program that offers a 25 per cent reimbursement for the purchase of a six month transit pass.

- Offers employees interest-free loans for the purchase of energy-efficient appliances for their homes or for the purchase of an energy-efficient automobile, electric bike or scooter.
- Delivers a number of conservation programs that help its customers manage their energy use, including the *peaksaver* PLUS program that provides participants with real-time energy consumption and price data through an Energy Display unit.
- The company's corporate headquarters in Ajax is a Leadership in Energy and Environmental Design (LEED) – Silver certified building. The building's garage roof houses a solar array, consisting of more than 400 photovoltaic panels that is generating 160,000 kWh of clean, carbon-free electricity annually – an amount equivalent to that consumed by about 20 typical households.

“Building environmental awareness improves the culture of an organization far beyond the confines of the ‘green’ debate,” says Richard Yerema, Managing Editor at Canada’s Top 100 Employer project at Mediacorp Canada Inc., which organizes the competition. “Creating a culture of sustainability attracts people to the organization who are interested in the long-term and new approaches to problems.”

Last year Veridian’s corporate headquarters was selected to participate in Doors Open Ajax – a community initiative that showcases 10 sites in the community and provides participants with a walking tour of each location. More than 125 visitors were taken on a guided tour of the energy-efficient building, and learned about its unique design and attributes.

The company has a number of employee programs to reduce its own energy consumption and environmental footprint. These programs range from extensive recycling programs to incentives for employees to use public transit and electric vehicles. Veridian also supports schools and agencies with their environmental and earth-friendly initiatives. Recently the company provided financial support to Pickering’s Dunbarton High School – named Canada’s Greenest School – to help fund their community garden.

Veridian is celebrating Earth Day through a weeklong series of events and activities, including community clean-ups, smart commute and tree planting initiatives, donations to Goodwill and environment-friendly promotions.

Now entering its ninth year, the Canada’s Greenest Employers competition is organized by the editors of the Canada’s Top 100 Employers project. This award grew out of two remarkable speeches by Al Gore and Robert F. Kennedy Jr. at the annual editorial conference on the Top 100 project in 2006 and 2007.

A complete list of this year’s winners can be found at: <http://www.canadastop100.com/green>

*Veridian Corporation owns and operates Veridian Connections Inc., a subsidiary company that distributes electricity, generates power and provides energy services to more than 118,000 customers located in nine municipalities in east central Ontario. Together, our employees focus on providing reliable, efficient, sustainable energy solutions and services, and equally share the job of making employee and public health and safety our number one priority. We are an important fixture in the communities that we serve. In addition to providing reasonable electricity rates, we promote economic growth, community building and sustainable living. Veridian Corporation is committed to providing value and healthy financial returns to our shareholders – the City of Pickering, the Town of Ajax, the Municipality of Clarington and the City of Belleville. For more information, visit [www.veridiancorporation.ca](http://www.veridiancorporation.ca).*

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