



NEWS RELEASE
For Immediate Release

Need for Transmission is Now

(Calgary, AB – September 30) – The Alberta Electric System Operator (AESO) advises there is a critical need to upgrade Alberta’s aging electricity system.

After conducting 300 open houses and group meetings as part of their consultation process in the last two years, the need for additional transmission is clear.

“A reliable and robust electricity system is a necessity to maintaining our quality of life and future prosperity,” says David Erickson, AESO CEO and President. “We’ve consulted with Albertans and they have told us if you have to build it, build it once and build it right.”

As part of their ongoing efforts to increase public awareness of the value of electricity, the AESO is launching a campaign to help inform and engage Albertans in this important debate about the future prosperity of the province.

Part of the overarching campaign includes an advertorial, radio and print ads. The AESO has also launched a website encouraging the public to get additional information and facts so they can make an informed decision.

For more information, visit www.poweringalberta.com.

As an independent system operator, the AESO leads the safe, reliable and economic planning and operation of Alberta’s interconnected power system. The AESO also facilitates Alberta’s fair, efficient and openly competitive wholesale electricity market, which has about 200 participants and approximately \$8 billion in annual energy transactions.

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For more information:

Dawn Delaney
External Communications Advisor
Phone: 403.539.2846
Cell: 403.671.6129
Email: dawn.delaney@aeso.ca