



FOR IMMEDIATE RELEASE

Okotoks AB

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Town of Okotoks Launches the MyHEAT Energy Efficiency Platform

Residents now have innovative access to relevant information about their home's thermal energy efficiency. The online MyHEAT platform will use thermal imaging to visualize and compare the waste heat escaping from homes in Okotoks. It's the first energy efficiency platform in North America that is available to residents free of charge. The Town of Okotoks will also soon be launching an Energy Conservation Rebate Incentive Program based on residential energy efficiency audits throughout 2016.

The MyHEAT online platform empowers urban energy efficiency by providing detailed HEAT Spots, HEAT Scores and HEAT Maps that visualize and quantify the expensive waste heat escaping from individual homes and neighbourhoods. The colourized image of each home will highlight sections of the home with their highest heat loss. The HEAT Score provides homeowners with the opportunity to compare their home to other homes of the same size and age against the community mean.

MyHEAT is a startup company founded on award winning research from the University of Calgary with headquarters located in Calgary. Their mission is to show what urban energy efficiency looks like, where it's located, and what it costs. It is hoped that if people can see the waste heat they generate and if they knew how much it cost (both financially and to the environment), they would want to take action.

"We are delighted to work with the Town of Okotoks, who is a recognized national leader in environmental stewardship," said Jeff Taylor, MyHEAT's President. "We look forward to collaborating further to drive citizen engagement and support tangible improvements in energy efficiency and sustainability."

Rick Quail, Town of Okotoks CAO stated, "The Town of Okotoks as a corporation has been recognized over the years as a municipal leader in sustainability. By continuing to promote and motivate our citizens with energy efficiency opportunities, we will reduce the impact on our environmental footprint."

Residents of Okotoks are encouraged to visit okotoks.ca/myheat to register and see their home's HEAT Map and HEAT score and begin to take action on energy waste.

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