

The Ten Tonne 'Twinkle' Challenge

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Many of you may already be aware of the National One Tonne Challenge promoted by the familiar face and voice of Rick Mercer. This is an individual commitment that would reduce GHG by One Tonne for each Canadian resident. We, in the Business community want to up the ante and take this challenge to the street; being the streets of the many Business Improvement Areas throughout Canada. We, the Toronto Association of Business Improvement Areas, issue a challenge to all BIAs, Holiday Lighting Festivals and Municipalities across Canada to reduce their lighting display energy consumption by converting to LED, thus reducing GHG emissions and meet us at the 'bottom' line for The Ten Tonne 'Twinkle' Challenge. This can be achieved by adopting approximately 21000 LEDs or 300 sets into your displays. The choice is yours, but the environment is ours. It is not just energy savings, it is about saving our environment, so pitch in and pitch out those incandescent lights.