



Simple actions matter.™

For immediate release

One Change helps cut fuel costs for Ontarians

OTTAWA, Ontario. Dec 15, 2010 – Thanks to almost 550 volunteers and 63 community groups, One Change (www.onechange.org) informed, educated and demonstrated the importance and positive action of maintaining proper tire pressure as part of its recent Ontario fuel efficiency ‘simple actions matter’ campaign. As part of the campaign that wrapped up at the end of November, One Change engaged in conversations with over 150,000 people who also received a free digital tire gauge in over 85 communities across Ontario.

The campaign was made possible through the support of Canadian Tire and Ontario’s Ministry of the Environment. With 150,000 people checking and maintaining correct tire pressure that could mean big savings for Ontario including:

- over \$8.5 million saved,
- emission reduction of up to 21,000 tonnes of CO₂ which is the equivalent of taking 3,766 cars off the road, and
- possible reduction in preventable traffic accidents.

In addition to knocking on doors across the province, One Change teams and volunteers hosted close to 100 free, family-friendly, hands-on fuel efficiency clinics at Canadian Tire stores across Ontario, 110 community events and over 50 street blitzes to reach people with the One Change ‘simple actions matter’ message.

The Ontario fuel efficiency campaign received very positive responses. During the 10-week campaign One Change was in the news—in print, on TV and the radio as well as around the internet on Facebook ([onechange](http://onechange.org)), Twitter ([@onechangeORG](https://twitter.com/onechangeORG)) and YouTube (channel name: [onechange](https://www.youtube.com/channel/onechange)) – all which has helped spread the One Change positive action message that simple actions matter and the positive actions that we can each take to conserve energy and improve fuel efficiency.

About One Change

One Change is an award-winning not-for-profit, non-partisan charitable organization based in Ottawa, Ontario with project offices throughout Canada and the United States. One Change delivers innovative community-based social marketing campaigns aimed at engaging in conversation to empower people to adopt environmentally friendly behaviours. To date, One Change has engaged and trained more than 14,000 volunteers in over 1,100 communities across North America in the areas of energy efficiency, fuel efficiency and soon, water conservation. For more information, visit www.onechange.org.

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