



## **Media Advisory**

**October 5, 2009**

### **INNOVATIVE APPROACH TO SAFETY EDUCATION USES LIVE THEATRE AND SUPER HEROES TO TEACH YOUNG AUDIENCES**

**Edmonton, Alberta** – Who says safety education can't be fun? This month, ATCO Energy Theatre and its "Super Power" show is visiting schools in 27 communities across central and northern Alberta to the delight of students who are laughing, giggling and shrieking all the while learning to be safe around natural gas and electricity.

Offered free-of-charge to elementary schools in communities served by ATCO Gas and ATCO Electric, ATCO Energy Theatre is a unique approach that uses "edu-tainment" to teach young children important lessons about electricity and natural gas, their hazards and how to avoid potentially fatal situations.

"Safety of the public, our customers and our employees is a core value at ATCO and ATCO Energy Theatre is a tangible part of that commitment," says Brian Hahn, President, ATCO Gas. "The program reinforces information presented in safety education programs already offered to schools by both ATCO Gas and ATCO Electric, as well as science information related to the Alberta school curriculum (Grades 4-6)."

"We believe live theatre is a particularly effective educational tool," says Sett Policicchio, President, ATCO Electric. "The script and performances by our actors allow our young audiences to see themselves in the context of the play which is extremely important for learning. We're using the power of theatre to tell a story that is relevant to their world and provides important information they can bring home and start applying immediately."

This is the third year of ATCO Energy Theatre's "Super Power" production. Since its introduction in 2007, over 40,000 students enjoyed watching *The Kid* working alongside *Power Woman* to defeat the evil villains *Rocket Socket*, *P-Yeww* and *Carmen Monoxide*. Teachers, students and principals from all over Alberta were impressed and engaged by this power-packed production. The tour has visited several smaller schools in more remote areas of the province, giving students their first exposure to the performing arts and live educational theatre that uses song and dance to deliver very serious safety messages.

ATCO Gas and ATCO Electric are part of the ATCO Group of Companies. Alberta based ATCO Ltd., with more than 7,700 employees and assets of approximately \$9.8 billion, delivers service excellence and innovative business solutions worldwide with leading companies engaged in Utilities, Energy, Structures and Logistics, and Technologies. More information can be found on its website, [www.atco.com](http://www.atco.com).

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**For more information, please contact:**  
Corporate Communications  
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## ATCO Energy Theatre Backgrounder

### ATCO Energy Theatre is ...

- a three-person acting troupe delivering up to two (2) 40-minute theatrical performances per scheduled day
  - produced by ATCO Gas and ATCO Electric and offered free of charge to elementary schools throughout its service areas.
  - planning two 4-week tours annually:
    - Fall 2009 – northern and central Alberta (October 2009)
    - Spring 2010 – southern Alberta (April/May 2010)
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### Its purpose

- Is part of ATCO's commitment to public safety, teaching our customers and future customers about the hazards as well as how to be safe around electricity and natural gas.
  - To reinforce learning in a young "media savvy" audience by harnessing the power of "edu-tainment"
    - Combines music and live theatre to enhance delivery of important safety information
    - Students interact and see themselves within the context of the story which enhances learning
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### Touring central & northern Alberta from October 5 - 30, 2009

#### Week #1: October 5 - 9

October 5 – High Level  
October 6 – Rainbow Lake, Chateh  
October 7 – Rocky Lane, Fort Vermilion  
October 8 – La Crete  
October 9 – Buffalo Head Prairie, Blue Hills

#### Week #2: October 12 - 16

October 12 – Thanksgiving Holiday  
October 13 – Peavine Metis Settlement,  
Driftpile First Nation  
October 14 – Swan Hills  
October 15 – Mayerthorpe, Edson  
October 16 – Grande Cache

#### Week #3: October 19 - 23

October 19 – Vermilion  
October 20 – Lloydminster  
October 21 – Lloydminster, Kitscoty  
October 22 – Irma, Holden  
October 23 – Edmonton

#### Week #4: October 26 - 30

October 26 – Warburg, Drayton Valley  
October 27 – Drayton Valley  
October 28 – Breton, Rimbey  
October 29 – Lacombe, Bentley  
October 30 – Ponoka