



Media Advisory

April 12, 2010

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 36 communities across central and southern 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 fifth tour of ATCO Energy Theatre's "Super Power" production since its introduction in 2007. With the completion of this latest tour, over 50,000 students will have 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 have been 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 a very serious safety message.

ATCO Gas and ATCO Electric are wholly-owned subsidiaries of Canadian Utilities Limited, part of the ATCO Group of Companies. Alberta-based ATCO Ltd., with more than 7,500 employees and assets of approximately \$10 billion, delivers service excellence and innovative business solutions worldwide with leading companies engaged in Utilities, Energy, Structures & Logistics, and Technologies. More information can be found at www.atco.com

- 30 -

For more information, please contact:
Corporate Communications
ATCO Gas and ATCO Electric
Tel: (780) 288-7621

ATCO Energy Theatre Backgrounder

ATCO Energy Theatre is ...

- a professional three-person acting troupe supported by a stage manager delivering up to two (2) 40-minute theatrical performances per scheduled day.
 - Chris Cook as the “Kid”
 - Alyssa Billingsley as the Meter Reader / Power Woman
 - Eryn Lemiski as the villains (Rocket Socket, P-Yeww and Carmen Monoxide)
 - Dawn Friesen as Stage Manager / Sound Technician
 - 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:
 - Spring 2010 – south and central Alberta (April 12-May 7)
 - Fall 2010 – northern Alberta (October 2010)
-

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 support the learning objectives of current ATCO school safety education programs.
 - 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.
-

Touring Central & Southern Alberta from April 12 – May 7, 2010

Week #1: April 12 - 16

April 12 – Clive, Lacombe
April 13 – Elnora, Innisfail
April 14 – Bowden, Olds
April 15 – Trochu, Morrin
April 16 – Youngstown

Week #2: April 19 - 23

April 19 – Red Deer, Eckville
April 20 – Rocky Mountain House, Caroline
April 21 – Crossfield, Cremona
April 22 – Airdrie, Cochrane
April 23 – Banff, Canmore

Week #3: April 26 - 30

April 26 – Calgary
April 27 – Chestemere Lake, Bragg Creek
April 28 – Turner Valley, Black Diamond
April 29 – Okotoks
April 30 – High River, Cayley

Week #4: May 3 - 7

May 3 – Lethbridge, Raymond
May 4 – Coaldale, Coalhurst
May 5 – Barnwell, Bow Island
May 6 – Brooks, Duchess
May 7 – Bassano