



NEWS RELEASE

For Immediate Release

THE CITY OF TERRACE LAUNCHES SMART FUELLING CAMPAIGN

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TERRACE –

The City of Terrace is believed to be the first municipality in northern British Columbia and one of the first Canadian municipalities to help bring climate change informational labels to local gas station retailers.

Smart Fuelling is an educational initiative that reminds Canadians to drive with care by providing tips that help reduce their impact on the environment, be more fuel efficient, and save money. The information is shared in creative ways such as labels on gas station pumps and nozzles.

This initiative follows after a guest presentation was made to City Council in November, 2015. Mayor Carol Leclerc and City Council unanimously supported that the City develop a voluntary fuel pump nozzle education program to be available at no cost to all fuel stations in Terrace.

City staff reached out to all gas station managers and retailers located within the City of Terrace and as a result, Esso, Husky and Shell gas retailers, have all volunteered to install the Smart Fuelling labels on their gas pumps, nozzles, and building windows.

“We are pleased to launch Smart Fuelling, in partnership with our retail partners and the City of Terrace. We are committed to empowering Canadians with ways in which they can reduce their carbon footprint, while keeping more money in their pockets,” said Tricia Anderson, Co-founder of Smart Fuelling and President and CEO of the Canadian Independent Petroleum Marketers Association.

“Anything that we can do to reduce our fuel usage and mitigate climate change can help to protect the healthy air and natural environment that our residents desire”, stated Mayor Leclerc in support of this initiative.

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Also visit www.smartfuelling.ca