



Media Advisory

ATTN: TORONTO AREA MEDIA / PHOTO EDITORS

Invitation and Photo Opportunity: Official Opening of Schneider Electric Smart Grid Lab at Ryerson University

TORONTO, ON – March 3, 2015 – Media are invited to attend an interview and photo opportunity at Ryerson University's Centre for Urban Energy (CUE) for the opening of the Schneider Electric Smart Grid Lab (SESG Lab).

The SESG Lab is Canada's first university-based smart grid laboratory and will support organizations in the research and development of leading edge smart grid solutions and systems. Ontario Energy Minister Bob Chiarelli, representatives from Ryerson University, Schneider Electric and PowerStream will be on hand to explain the importance of the SESG Lab and how it will help build the future of Canadian energy.

The Centre for Urban Energy and PowerStream, the first utility to use the SESG Lab, will provide a demonstration during the event.

- WHAT:** Official opening of the Schneider Electric Smart Grid Lab at Ryerson University
• Photo opportunity with Ontario Energy Minister Bob Chiarelli to celebrate the opening
- WHEN:** Wednesday, March 4, 2015
9:00 a.m.: Remarks, photo opportunity, media Q&A
9:45 a.m.: Demonstration and 1:1 interview opportunities available with Schneider Electric, Ryerson University's CUE and PowerStream. Please request interviews when RSVPing for the event.
- WHERE:** **Centre for Urban Energy at Ryerson University, 147 Dalhousie St., Toronto**
Parking is available nearby. For more information and a location map, please visit: <http://bit.ly/1F1noQG> or <http://www.ryerson.ca/cue/about/contact.html>
- WHO:**
- Hon. Bob Chiarelli, Ontario Minister of Energy
 - Sheldon Levy, President, Ryerson University
 - Leonce Fraser, Vice President, Projects Execution Centre, Schneider Electric Canada
 - Brian Bentz, CEO and President, PowerStream
- RSVP:**
- Media are asked to kindly RSVP to Matthew Kerry (matthew.kerry@ryerson.ca) **before 8 a.m. on March 4, 2015.**

Press Contacts:

Centre for Urban Energy at Ryerson University

Matthew Kerry

matthew.kerry@ryerson.ca

Phone: 416-979-5000 ext. 2988

Strategic Ampersand for Schneider Electric

Jennifer Rideout / Cindy Watson

jennifer@stratamp.com / cindy@stratamp.com

Phone: 416 961-5595 ext. 438 / 433