



## Media advisory

ATTN: TORONTO AREA MEDIA / PHOTO EDITORS

# Invitation and Photo Opportunity: World's First Pole-Top Energy Storage Demonstration Unveiled at Ryerson University

**TORONTO, ON – November 17, 2015** – Media are invited to attend an interview and photo opportunity tomorrow at Ryerson University's Centre for Urban Energy (CUE) for the unveiling of a Ryerson University-led project demonstrating the promise of pole-top energy storage. The event is culmination of a three-year collaboration between Ryerson, Scarborough, Ont.-based company eCamion and Toronto Hydro. The Government of Ontario is supporting the project through the Ministry of Energy's Smart Grid Fund initiative.

Ontario Minister for the Environment and Climate Change, Glen Murray, as well as representatives from Ryerson University, eCamion and Toronto Hydro will be on hand to explain the importance of energy storage and how it will help build the future of Canadian energy.

- WHAT:** Official unveiling of pole-top energy storage project at Ryerson University
- Photo opportunity with Ontario Minister of the Environment and Climate Change Glen Murray to celebrate the opening
- WHEN:** **Wednesday, November 18, 2015**
- 9:30am:** Remarks, photo opportunity, accredited media Q&A
- 10:15am:** Demonstration and 1:1 interview opportunities available with researchers from Ryerson University Centre for Urban Energy, eCamion and Toronto Hydro. Please request interviews when RSVP'ing 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. Glen Murray, Ontario Minister of the Environment and Climate Change
  - Mohamed Lachemi, Provost and Vice President Academic, Ryerson University
  - Wendy Cukier, Vice President Research and Innovation, Ryerson University
  - Hari Subramanian, Chief Executive Officer, eCamion Inc.
  - Gary Thompson, Lead, Generation and Capacity Planning, Toronto Hydro
- RSVP:**
- Media are asked to kindly RSVP to Matthew Kerry ([matthew.kerry@ryerson.ca](mailto:matthew.kerry@ryerson.ca)) **before 8am on November 18, 2015.**

### Press Contact:

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