

Manitoba Hydro's rich legacy of community involvement dates back to the utility's origins. The past year was no exception, with support for community events and causes taking many guises—not just financial but through employee volunteerism as well.

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Neighbours Helping Neighbours expands

In September 2007 the Salvation Army, in partnership with Manitoba Hydro, extended the Neighbours Helping Neighbours program to all residents of Manitoba. Since its creation in 2004, the program has helped over 1 000 low-income families and seniors in crisis situations who need assistance paying their energy bills. Now, with the support of Manitoba Hydro, the Salvation Army provides the benefits to Manitobans across the province. Previously, only residents of Winnipeg and Brandon were able to take part in the energy assistance program.

Waterfall of Lights opening ceremonies

The kick-off for the Power Smart Waterfall of Lights took place in December 2007 at the Riverbank Corridor skating oval in Brandon. The Waterfall of Lights is a community-inspired lighting display and also an interactive recreation area open to all.

Fireworks illuminate the night sky in downtown Winnipeg to kick-off the annual Santa Claus Parade.



New museum exhibit features graceful giants

The Manitoba Electrical Museum & Education Centre's latest exhibit on wind energy was opened in January 2008. Known as Graceful Giants, the display features an operating scale model of a wind turbine and provides information about wind energy in Manitoba.

The largest undertaking at the museum this past year was the development of a portable exhibit—opened in May 2007—at the New Icelandic Heritage Museum in Gimli, Manitoba. The Power Up on Electrical History display presents a snapshot of rural electrification in the province as well as other aspects of electrical development. Among the information in the traveling exhibit, visitors learned about the first uses of electricity in Manitoba and the year Gimli was electrified.

The Manitoba Electrical Museum was established in 2001 and portrays the story of electricity in Manitoba from the 1870s to the present.

Teddy Bears' Picnic

An estimated 50 000 people attended the annual Teddy Bears' Picnic at Assiniboine Park in Winnipeg this summer with 2 800 visitors showing up at Manitoba Hydro's Play it Safe tent. Over 25 volunteers, mostly employees and their family members, joined in to help share the safety messages.



Close Encounters of the Wrong Kind

A billboard entitled Close Encounters of the Wrong Kind featuring some of the utility's key farm safety concerns was displayed in 18 rural locations. In addition, safety messages related to working around electricity on the farm were delivered to over 2 600 (grades four to six) students in 11 communities. Also in 2007, a display focusing on Manitoba Hydro farm safety concerns was featured at Brandon's Ag Days and at the Brokenhead River Agricultural Conference in Beausejour.

Sled safety

Each winter, snowmobilers in Manitoba travel along transmission and distribution line rights-of-way and risk striking the guy wires that support the thousands of wood poles and steel structures located throughout the province. And each year Manitoba Hydro provides extensive snowmobile safety education in an effort to reduce, and hopefully eliminate accidents completely, through magazine ads, newsletters, club trail maps, online snowmobile websites, and television commercials.

CO awareness

In November 2007 Manitoba Hydro launched an advertising campaign reminding customers of the dangers of Carbon Monoxide (CO) and encouraging them to install CO detectors to protect themselves and their families. Billboards entitled CO: The Silent Killer and a safety spot for television were aired over the winter months.

School Bus Safety Week

Resources aimed at what to do in an emergency involving downed power lines were provided to schools throughout the province for School Bus Safety Week in October 2007. This fall, over 24 000 student, 4 300 driver brochures and 677 posters were provided to Manitoba schools.

In April 2007, Manitoba Hydro helped sponsor the World Women's Hockey Championship in Winnipeg and Selkirk.



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