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## **For Immediate Release**

August 13, 2012

### **OEB launches consumer awareness campaign**

**Toronto** – The Ontario Energy Board is launching a new multi-media consumer awareness campaign starting Monday, August 13, 2012.

The campaign is designed to encourage consumers to understand who they are dealing with if an energy company salesperson comes to their door, and focuses on four main points:

- Always make sure you get a business card and look at the salesperson's ID first;
- Don't share personal information unless you are sure you want to sign a contract;
- Carefully read the contract, disclosure statement and price comparison provided by the salesperson; and
- The Ontario Energy Board does not go door to door.

The campaign consists of [radio](#) and on-line ads as well as a [brochure](#) and a [consumer protection video](#) available in 13 languages. All of the campaign materials are available on our consumer website's [retail energy contracts page](#).

The Board has the responsibility to ensure electricity retailers and gas marketers follow fair business practices and provide consumers with important information when considering signing or renewing an energy contract. The public awareness campaign, launched today, builds on an initial campaign the Board undertook shortly after the *Energy Consumer Protection Act, 2010*, took effect January 1, 2011.

The Ontario Energy Board regulates the province's electricity and natural gas sectors in the public interest. It envisions a viable and efficient energy sector with informed consumers and works toward this vision through regulation that is effective, fair and transparent. For more information on the Board, please visit our web site at [www.ontarioenergyboard.ca](http://www.ontarioenergyboard.ca) or contact the Consumer Relations Centre at 416-314-2455 or toll-free at 1-877- 632-2727.

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*Ce document est aussi disponible en français.*