

## BC Hydro Recognized as BCAMA “2009 Marketer of the Year”

Vancouver, BC, August 10, 2009 – The BC Chapter of the American Marketing Association (BCAMA) has named BC Hydro winner of the coveted “Marketer of the Year” award for 2009. BC Hydro was recognized for their Power Smart campaign that educated customers on reducing energy use to help meet the province’s future electricity needs. “Marketer of the Year”, the BCAMA’s prestigious honour, is presented annually for the most outstanding integrated marketing strategy in the province.

"The BCAMA is pleased to pay tribute to BC Hydro with the 2009 Marketer of the Year Award. This annual honour is bestowed upon a BC-based company that demonstrates marketing excellence and best in class. BC Hydro demonstrated its marketing distinction with a clearly articulated strategy, unique and innovative creative and strong results," said Lori Janson, past president and chair of the Marketer of the Year judging committee.

"On behalf of the team at BC Hydro, I would like to thank the BCAMA for this recognition," said Susan Yurkovich, Senior Vice-President, Corporate Affairs, BC Hydro. "At BC Hydro we face a unique marketing challenge: encouraging our customers to use less of our product – electricity. With our partners at DDB, we have been working to enhance awareness of our Power Smart brand and increase participation in our programs using new mediums and marketing channels. Our goal is to encourage all of our customers to make the small changes that, added together, can make a big difference in our energy future."

The BCAMA will present the award to BC Hydro at the 39<sup>th</sup> annual Marketer of the Year Gala at the Westin Bayshore Resort and Marina on Sept. 15, 2009. For event details and ticket information, please visit [www.bcama.com](http://www.bcama.com).

### About BCAMA

The BC Chapter of the American Marketing Association ([www.bcama.com](http://www.bcama.com)) has been the province’s leading marketing source since 1955. With close to 500 members, the BCAMA is a non-profit association made possible by a dedicated team of volunteers including Board Members, Committee Members and Sponsors. As one of the most highly regarded chapters in North America, the BCAMA was awarded with the prestigious international “Chapter of the Year” in 1995, 1996, “Chapter of Excellence” in 1997, and special merits in both 2004 and 2006.

### About BC Hydro

As the third largest electric utility in Canada, BC Hydro [serves customers in an area](#) containing over 94 per cent of British Columbia's population. Through the efficient and reliable supply of electricity, BC Hydro supports the development of British Columbia and has constructed a world-class integrated hydroelectric system. Due to this efficient, reliable system, British Columbians enjoy some of the lowest [electricity rates](#) in North America. For more information, visit [www.bchydro.com](http://www.bchydro.com).

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