



“How many carrots do you need before you do the right thing?”

Scott Murison, *Co-owner, Wild Rock Source for Adventure*

At Wild Rock, we care about the environment. So we don't need another reason to reduce our store's energy consumption – it's just the right thing to do.

But when Peterborough Distribution offered us a financial incentive to retrofit our lighting, well, that was one carrot we couldn't refuse.

Now we have energy-efficient lighting that is good for the planet and good for us. Our store looks better. Our lighting gives off less heat, so we use less air conditioning in the summer. And we are saving money on our energy bills.

There are lots of reasons to reduce your energy consumption. Peterborough Distribution is offering you another carrot. What's stopping you from doing the right thing?

**To learn more visit www.PDIconserves.ca
or call 1-855-397-7784**

