



## ***Media Advisory***

**October 6, 2008**

### **INNOVATIVE APPROACH TO SAFETY EDUCATION USES LIVE THEATRE AND SUPER HEROES TO TEACH YOUNG AUDIENCES**

**EDMONTON, Alberta** – Who says safety education can't be fun? This month, ATCO Energy Theatre and its "Super Power" show is visiting schools in 27 communities across central and northwest Alberta to the delight of students who are laughing, giggling and shrieking all the while learning to be safe around natural gas and electricity.

Offered free-of-charge to elementary schools in communities served by ATCO Gas and ATCO Electric, ATCO Energy Theatre is a unique approach that uses "edu-tainment" to teach young children important lessons about electricity and natural gas, their hazards and how to avoid potentially fatal situations.

"Safety of the public, our customers and our employees is a core value at ATCO and ATCO Energy Theatre is a tangible part of that commitment," says Brian Hahn, President, ATCO Gas. "The program reinforces information presented in safety education programs already offered to schools by both ATCO Gas and ATCO Electric, as well as science information related to the Alberta school curriculum (Grades 4-6)."

"We believe live theatre is a particularly effective educational tool," says Sett Policicchio, President, ATCO Electric. "The script and performances by our actors allow our young audiences to see themselves in the context of the play which is extremely important for learning. We're using the power of theatre to tell a story that is relevant to their world and provides important information they can bring home and start applying immediately."

This is the second year of ATCO Energy Theatre's "Super Power" production. Since its introduction in 2007, over 20,000 students enjoyed watching *The Kid* working alongside *Power Woman* to defeat the evil villains *Rocket Socket*, *P-Yeww* and *Carmen Monoxide*. Teachers, students and principals from all over Alberta were impressed and engaged by this power-packed production. The tour has visited several smaller schools in more remote areas of the province, giving students their first exposure to the performing arts and live educational theatre that uses song and dance to deliver a very serious safety message.

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ATCO Gas and ATCO Electric are wholly-owned subsidiaries of Canadian Utilities Limited, part of the ATCO Group of Companies. ATCO Group is an Alberta-based, worldwide organization of companies with more than 7,000 employees actively engaged in Power Generation, Utilities and Global Enterprises. More information about ATCO can be found on its website, [www.atco.com](http://www.atco.com).

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**For more information, please contact:**

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## ATCO Energy Theatre Backgrounder

### ATCO Energy Theatre is ...

- a three-person acting troupe delivering up to two (2) 40-minute theatrical performances per scheduled day
  - produced by ATCO Gas and ATCO Electric and offered free of charge to elementary schools throughout its service areas.
  - planning two 4-week tours yearly:
    - Fall 2008 – central and northwest Alberta (Oct 6 - 31, 2008)
    - Spring 2009 – south and central Alberta (April – May, 2009)
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### Its purpose

- Safety is a core value of ATCO Gas and ATCO Electric. ATCO Energy Theatre delivers on ATCO's commitment to public safety, teaching our customers and future customers about the hazards as well as how to be safe around electricity and natural gas.
  - To support the learning objectives of current ATCO school safety education programs:
    - ATCO Electric's Teaching Power
    - ATCO Gas' Natural Knowledge: It's a Gas!
  - To reinforce learning in a young "media savvy" audience by harnessing the power of "edu-tainment"
    - Combines music and live theatre to enhance delivery of important safety information
    - Students interact and see themselves within the context of the story which enhances learning
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### Touring Central & Northwest Alberta from October 6 - 31, 2008

#### Week #1: Oct 6 - 10

October 6 – Beaverlodge, Wembley  
October 7 – Fairview, Grimshaw  
October 8 – Grande Prairie, Rycroft  
October 9 – Manning, Peace River  
October 10 – Fahler

#### Week #2: Oct 14 - 17

October 14 – Grande Cache  
October 15 – Jasper, Hinton  
October 16 – Edson  
October 17 – Spruce Grove

#### Week #3: Oct 20 - 24

October 20 – Stony Plain, Edmonton  
October 21 – Sherwood Park  
October 22 – St. Albert  
October 23 – Sherwood Park, Edmonton  
October 24 – Edmonton

#### Week #4: Oct 27 - 31

October 27 – Smoky Lake, St. Paul  
October 28 – Cold Lake, Bonnyville  
October 29 – Elk Point, Vermillion  
October 30 – Lloydminster  
October 31 – Mannville, Mundare