

# Media Release

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**FOR IMMEDIATE RELEASE: July 23, 2015**

## **Town of Stratford Extends Water Conservation Program: Stratford 4.8 Toilet Rebate**

The Town of Stratford is pleased to announce an extension to the Stratford 4.8 Toilet Rebate Program effective immediately. “The success of the initial phase of funding provided through this program has been tremendous,” said Stratford Mayor David Dunphy. “The Town of Stratford continues to work towards being a sustainable community, and is committed to respecting our natural environment. We are pleased to be able to offer additional rebates at this time.”

The initial program began in late 2014, funded in part by a 2014 RBC Bluewater Community Grant. According to Environment Canada, toilet flushing accounts for up to 30% of daily water usage; the replacement of an older, less efficient toilet with a new “ultra-low flow toilet” can save an average of 62,500 litres of water per person each year.

Eligible Stratford Utility customers once again have the opportunity to receive up to two, \$100 rebates for the installation of ultra-low flow toilets. While there remains a cap of two rebates per eligible property available for new applicants, those who have not accessed their second eligible rebate in the first round of funding can now do so.

In order to qualify toilets must be a 4.8 litre or dual flush with an M.a.P. rating of 1000g; local retailers in Stratford and Charlottetown have a variety of eligible toilets available. Any Stratford utility customer, including residential and business owners, must fill out an application form and provide a receipt for both the toilet purchase and disposal of old toilet. Application forms are available at local toilet retailers, at the Town of Stratford’s main office, or from the Town’s website.

To learn more about the Stratford 4.8 Toilet Rebate please visit [www.townofstratford.ca/toilet-rebate](http://www.townofstratford.ca/toilet-rebate).

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***For further information, please contact:***

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### ***About RBC Blue Water***

**The RBC** Blue Water Project is a historic, wide-ranging, 10-year global commitment to help protect the world's most precious natural resource: fresh water. Since 2007, RBC has pledged over \$41 million to more than 700 charitable organizations worldwide that protect water, with an additional \$8.8 million pledged to universities for water programs. The RBC Blue Water Project is focused on supporting initiatives that help protect water in towns, cities, and urbanized areas. For further information, visit [www.rbc.com/bluewater](http://www.rbc.com/bluewater).

RBC supports a broad range of community initiatives through donations, sponsorships and employee volunteer activities. In 2013, we contributed more than \$104 million to causes worldwide, including donations and community investments of more than \$69 million and \$35 million in sponsorships.