



First time in Alberta

Health Groups Launch “Solar-Powered” Anti-Coal Campaign

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The Canadian Association of Physicians for the Environment (CAPE), the Asthma Society of Canada, and the Lung Association (Alberta & NWT) today launched an innovative billboard advertising campaign highlighting the dangers of coal-fired power.

The ads -- which show smokestacks and say, “Doctors know coal kills” -- are unique because they appear on Canada’s first 100% solar-powered video screen, located on Calgary Trail in Edmonton. They also represent the first time in Alberta that billboards have been used to convey an anti-coal message.

“We want to alert citizens to the tragedy that pollution from coal plants contributes to the death of over 100 Albertans each year,” says CAPE Executive Director Gideon Forman. “But the good news is those lives could be saved if Alberta phased-out coal and produced its electricity from renewable sources like the sun – which powers our ad campaign.”

The Alberta government has suggested it will soon release a renewable energy strategy. The health organizations hope the province will phase-out coal in about ten years and vastly increase the use of safe, clean renewable power.

“The science shows that, each year in Alberta, coal is responsible for over 4,000 asthma symptom days,” says Noah Farber, Director of Communications and Government Relations at the Asthma Society of Canada. “But this pain and suffering is totally unnecessary. If we eliminated coal and ramped up renewables, Alberta could produce electricity without exacerbating asthma.”

Polling done by Oracle Poll Research earlier this year shows Albertans are extremely receptive to renewable energy. Eighty per cent support wind energy being used to reduce coal-fired electricity in the province.

“Replacing coal with wind and solar power would be very good for people’s health,” says Leigh Allard, CEO of the Lung Association (Alberta & NWT). “So it’s not surprising that Albertans are so supportive of renewables.”

FOR MORE INFORMATION

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