



Kids Eat Smart Week kicks off with NL Hydro *Energy Breakfast*

FOR IMMEDIATE RELEASE

October 18, 2010, ST. JOHN'S - Kids Eat Smart Week kicked-off this morning with the help of Newfoundland and Labrador Hydro (Hydro), a Nalcor Energy company. Hydro and Nalcor employees visited Kids Eat Smart Clubs throughout Newfoundland and Labrador today to help serve an energy-enriched breakfast to students of all ages.

In St. John's, Jim Haynes, Vice President of Regulated Operations with Hydro, was on hand to help volunteers at St. Matthew's Elementary serve a nutritious breakfast of milk, bagels, and fruit to the students before classes got underway. Haynes was joined by representatives of Kids Eat Smart Foundation (KES), John Neville, KES Past Chair, and Daphne LeDrew, KES Executive Director, where a cheque was presented in the amount of \$10,000 as part of Hydro's new role as a KES Silver Core Partner.

"Hydro has been supporting Kids Eat Smart Foundation for many years," said Daphne LeDrew, "and we are delighted to embark on this new level of partnership with them, as their support will help guide us towards achieving our vision of ensuring that every school-aged child in Newfoundland and Labrador attends school well nourished to be ready to learn."

"Hydro is proud to be a long-standing partner with the Kids Eat Smart Foundation, contributing \$50,000 over the past 10 years." said Jim Haynes, Vice President of Regulated Operations, Hydro. "Giving back to communities in this province is a priority for our company, and we are pleased to support a program that promotes education, healthy living and wellness for children, values that are important to all Hydro and Nalcor Energy employees."

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About Kids Eat Smart Foundation Newfoundland and Labrador

Kids Eat Smart Foundation Newfoundland and Labrador is a registered charity that supports education, health, and well-being of school-aged children through quality nutrition programs called Kids Eat Smart Clubs. The Foundation has established over 200 breakfast, lunch and snack Clubs throughout the province, which are available to more than 52,000 children on any given school day. Kids Eat Smart Foundation is supported by the Government of Newfoundland and Labrador as well as corporate partners, and donors. For more information on Kids Eat Smart Foundation visit www.kidseatsmart.ca.

About Newfoundland and Labrador Hydro

Hydro, a Nalcor Energy company, is the primary generator of electricity in Newfoundland and Labrador. The company has an installed generating capacity of 1,637 megawatts, of which over 80 per cent of the power generated in 2009 was clean, hydroelectric generation. Hydro sells its power to utility, industrial and 35,000 residential and commercial customers in over 200 communities across the province. The company is committed to operational excellence while delivering safe, reliable, least-cost electricity.



Hydro cheque presentation to KES (left to right): Daphne LeDrew - KES Executive Director, John Neville - KES Past Chair, Jim Haynes - Hydro Vice President of Regulated Operations.