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PORT HOPE AREA INITIATIVE SEEKS PUBLIC INPUT

Port Hope, Ont.(October, 2010) – During the first week of November, the Port Hope Area Initiative Management Office (PHAI MO) will be launching their ninth annual public attitude survey in Port Hope.

This telephone survey, conducted by Intellipulse Research, an independent public affairs and marketing research firm, will require just a few minutes of respondents time. The data collected will help the PHAI MO better understand Port Hope resident's attitudes about the Project's plans for the cleanup and safe long-term management of historic low-level radioactive waste and how best to keep the community informed.

"We want to know what local residents are thinking and how they're feeling," says Bob Neufeld, Manager, Stakeholder Relations and Communications. "That helps us communicate more effectively. This year we will be asking more questions about media habits so we can learn how residents prefer to share their views and stay informed about the Project."

As part of its ongoing efforts to enhance communications with the community, the PHAI MO launched a revamped website (www.phai.ca) this fall. It offers more in-depth and up-to-the-minute information, including interactive features like "Stay up to date", an "email subscription service", and "Ask us" where public questions can be directed to specific departments, encouraging dialogue online. The website also includes "what's happening now?" sections featuring the latest photos and announcements of work in progress.

The revamped website supplements the PHAI MOs existing communications tools, including the Project Information Exchange (PIE), located at 115 Toronto Road. Local residents are encouraged to visit the PIE to meet with PHAI MO staff and get copies of project-related documents. It's mission-critical to us to offer everyone in the community a point of contact, whether you're web-savvy or you'd prefer to chat. We want to make project information as easy to access as possible," says Christine Fahey, Project Director, PHAI MO.

The Port Hope Area Initiative is dedicated to the cleanup and long-term management of historic low-level radioactive waste in the municipalities of Port Hope and Clarington. The PHAI MO is a partnership of Natural Resources Canada with Atomic Energy of Canada Limited and Public Works and Government Services Canada.

ABOUT THE PHAI MO

The Port Hope Area Initiative Management Office (PHAI MO) is responsible to carry out the safe cleanup, transportation and long-term management of historic low-level radioactive waste in the municipalities of Port Hope and Clarington. The PHAI MO is a partnership of Natural Resources Canada, Atomic Energy of Canada Limited and Public Works and Government Services Canada.

For more information, please contact:

Stakeholder Relations and Communications
Port Hope Area Initiative Management Office
(905) 885-0291
info@phai.ca