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For Immediate Release

Mountain View Power Unveils New Brand — Powering Community Through Local Impact

Olds, AB **August 29, 2025** — Mountain View Power (MVP), Olds' locally owned energy marketer, has launched a new brand identity that reflects its commitment to optimism, community, and the power of working together. The refreshed look symbolizes bright ideas and the energizing force of community investment.

While MVP provides electricity and natural gas to local homes and businesses, its mission goes beyond supplying energy. Net proceeds from every customer's bill are invested directly back into Olds and area through the Mountain View Power Community Grant Program.

Since its inception, MVP has helped fund nearly \$300,000 in projects that make a lasting impact — from playground upgrades to recreation improvements for pickleball and curling, as well as cultural programs to local non-profit initiatives like the Mountain View Foodbank and Undercover Elf that strengthen our sense of community. Each grant represents neighbours supporting neighbours, powered by the simple choice to buy local energy.

"Every time someone chooses Mountain View Power, they're choosing to invest in their own backyard," said Guy Lapointe, Director of Community Services. "The dollars stay here, creating opportunities and enhancing quality of life for everyone in our community."

MVP's rates are competitive — and often lower — than those offered by larger provincial providers. Customers receive the same reliable service and energy delivery through the existing grid, with the added benefit of knowing their energy dollars have a direct local impact. For those interested in comparing our rates to other energy providers, residents can visit <https://ucahelps.alberta.ca/cost-comparison-tool/> for more information.



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The new logo, featuring a bright, rising lightbulb, represents both innovation and hope. Its arcs suggest an upward lift, symbolizing how community contributions can elevate everyone.

Residents and businesses can sign up for local energy service at www.mountainviewpower.com or learn more, view available grants and the local recipients at www.olds.ca/mvp.

About Mountain View Power

Mountain View Power is a community-owned energy marketer operated by the Town of Olds. Offering electricity and natural gas to homes and businesses, MVP reinvests net proceeds into projects that benefit Olds and area. By choosing MVP, customers support local initiatives while enjoying competitive rates and reliable service.

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