



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

May 2, 2024

Lakeland EV CHARGING Expands Network of Chargers with the Town of Bracebridge

Bracebridge, Ontario: Lakeland and the Town of Bracebridge are pleased to announce the opening of five electric vehicle (EV) charging stations on the Lakeland EV CHARGING platform at the Bracebridge Sportsplex. These stations are the first of 14 new charging ports that will be installed at municipal locations around Bracebridge by the fall including the Muskoka Lumber Community Centre and Rene Caisse Lane. This initiative is supported through Natural Resources Canada's Zero Emissions Vehicle Infrastructure Program (ZEVIP) and helps support environmentally friendly transportation and local economic development. In total, NRCan's ZEVIP provided funding to Bracebridge Generation Ltd. to support the installation of 40 EV Charging stations in Ontario.

These Level 2 chargers are strategically located to support EV drivers taking advantage of the variety of amenities at the Sportsplex. They will allow drivers to top up during their visit. "With the electrification of the auto industry, Lakeland is making it easier for both locals and visitors to charge their vehicles with ease and confidence. Travelers can now embrace Muskoka's beauty while upholding their eco-friendly values, particularly meaningful in a region where the responsibility to reduce environmental impact is felt profoundly," stated Chris Litschko, Lakeland's Chief Executive Officer. "We are pleased local municipalities, like the Town of Bracebridge, are joining us as we build out a network of charging stations and drive towards a greener future."

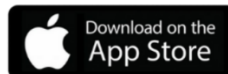
"The Town of Bracebridge is committed to environmental stewardship and long-term economic growth. We are proud to be taking part in this important initiative to support the development of a reliable EV charging station infrastructure and introducing 14 green parking spaces," said Bracebridge Mayor, Rick Maloney. "Through this partnership with Lakeland, we can offer residents and visitors more options and flexibility to support environmentally friendly transportation, sustainability, and ensuring Bracebridge is positioned for future growth and development."

Fifteen Lakeland EV CHARGING stations are currently in service throughout Bracebridge and the Town of Parry Sound. An additional 42 charging ports will come online later this year across the region. "Our team is installing the most advanced charging system and unlike other companies, it will be locally serviced to provide additional support," advised Vince Kulchycki, Chief Operating Officer at Lakeland. "EV drivers can confidently choose the Lakeland EV CHARGING network, knowing that a local team is committed to installing and maintaining top-quality Level 2 and ultra-fast charging stations up to 180kW, which can provide approximately 100km of range with a 5-minute charge. Drivers can say goodbye to range anxiety and hello to worry-free journeys."

"We're making electric vehicles more affordable and charging more available where Canadians live, work and play," said the Honourable Jonathan Wilkinson, Minister of Energy and Natural Resources. "Investing in more EV Chargers, like those in Bracebridge, will put more Canadians in the driver's seat on the road to a strong, healthy net-zero future."

The Lakeland EV CHARGING APP is designed to simplify and enhance the EV charging experience, allowing drivers to charge with ease and confidence. With a user-friendly interface and personalized features, EV owners have full control over charging sessions. To get started, drivers simply scan the QR code on the chargers.

Download the free Lakeland EV CHARGING APP available for IOS and Android





May 2, 2024: Lakeland CEO Chris Litschko, and the Town of Bracebridge Mayor, Rick Maloney, are pleased to announce the opening of five electric vehicle (EV) charging stations on the Lakeland EV CHARGING network at the Bracebridge Sportsplex.

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About Lakeland

Lakeland Holding Ltd. is wholly owned by the municipalities of Bracebridge, Burk's Falls, Huntsville, Parry Sound, Magnetawan, and Sundridge. Subsidiaries include: Lakeland Power, an electric utility providing electrical distribution; Lakeland Energy which, under the banner of Lakeland Networks, currently has 650 kilometers of fibre optics in Muskoka, Parry Sound, and Almaguin, supporting internet, digital TV & phone services; Lakeland Generation, which operates 12 generation facilities across Central Ontario, totaling 19.25 megawatts. Lakeland EV CHARGING Network being built under the innovation arm of Lakeland Generation, is dedicated to furthering energy innovation and transforming the way power is utilized.

About the Town of Bracebridge

The Corporation of the Town of Bracebridge is located in the Heart of Muskoka, the epitome of Canada's Cottage Country. With a population in excess of 17,000 permanent residents that doubles during the summer months, the community has a diversified economy that is highlighted by strong construction, hospitality and professional sectors. Bracebridge is the steward of the cottage country brand and is teaching the world the power of living the Muskoka lifestyle in its spirit, the arts, food, home and recreation. The Town is positioned on the 45th parallel, halfway between the Equator and the North Pole, and is recognized as Santa's summer home.

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