



## NEWS RELEASE

### **Cool Summer Got You Down? The Weather Network Explains Why Canadians Are Grumbling About the Weather This Summer A Look ahead at what to expect for August**

**Oakville, Ontario, July 22, 2009** – It’s the topic many Canadians are talking about this summer – why has the weather in some parts of the country been so unseasonably cool? The beginning of the summer was marked by near [normal](#) temperatures in June for most of the country, with only British Columbia, Yukon, Newfoundland & Labrador and Northern Quebec experiencing above normal temperatures. However, July temperatures have fallen to below normal for most of Canada, with the notable exception of British Columbia, Yukon and Northern Quebec which have continued to experience above normal temperatures.

#### **Why is the weather so unseasonable this summer?**

This summer the [jet stream](#) is stuck in a pattern which has brought low pressure systems and cloud cover to central portions of the country. The jet stream, a current of fast moving air about 10 kilometres above the earth’s surface, influences weather patterns based on its position, strength and orientation. Generally speaking, conditions north of the jet stream tend to be cool, while conditions south of the jet stream are warm. This has resulted in cooler than normal temperatures from Alberta to the Maritimes.

“The jet stream is like a skipping rope that extends around the world,” said Chris Scott, Forecast Operations Manager at The Weather Network. “Sometimes the loops in the skipping rope get stuck in one place, and this is what produces consistently warm or cool weather. There are many elements happening in the atmosphere at one time that can influence the jet stream, so we can’t blame just one thing for the current weather pattern. It’s very normal to have extended periods of cooler or warmer weather, depending on the fickle nature of the jet stream.”

#### **What can we expect for the rest of the summer?**

Looking ahead at the remainder of the summer, Canadians can expect the weather pattern for the rest of July to remain consistent with the beginning of the month. August temperatures are expected to rebound to near normal for regions that have seen below normal temperatures in July.

The persistent dip in the jet stream over Central Canada is expected to lift slightly in August allowing warmer air to move across the Eastern Prairies, Southern Ontario and Quebec. The hottest weather

over the next couple of weeks is expected to be found in British Columbia, aggravating the forest fire situation.

What does this mean? Many Canadians won't experience the scorching hot temperatures they are used to in July, and while the weather in August won't compensate for what has been missed, temperatures are forecast to return to normal.

### **What are the benefits to the cooler summer?**

Despite temperatures that have been two to four degrees Celsius below normal across central Canada, there are some benefits to the cooler weather.

"Energy costs have been lower for many Canadians, because we haven't had to crank our air conditioners this summer," said Scott. "And, anyone who suffers from respiratory ailments will have noticed the air quality has been better, and there have been no major smog advisories."

The Weather Network's team of over 40 meteorologists will continue to watch the oceans over the coming months, as the tropical Pacific Ocean is a key driver of global weather patterns and El Nino conditions are developing.

Tune to The Weather Network, visit [theweathernetwork.com](http://theweathernetwork.com) or [mobile.theweathernetwork.com](http://mobile.theweathernetwork.com) for local and accurate coverage of summer weather patterns.

### **About The Weather Network and MétéoMédia**

The Weather Network and its French counterpart, MétéoMédia, are among the most popular media brands in Canada. They are the undisputed leader of weather information services in Canada across all mediums including cable, satellite, online, mobile and newspapers. The specialty television networks are among the most widely distributed and frequently consulted television networks in Canada. The websites, [theweathernetwork.com](http://theweathernetwork.com) and [meteomedia.com](http://meteomedia.com), are among Canada's leading web services. All mobile carriers now distribute The Weather Network and MétéoMédia on their services. As the leading source of weather services in the commercial market, energy companies, municipalities, road services and numerous other commercial clients have their weather information needs met by The Weather Network and MétéoMédia. The growth of The Weather Network and MétéoMédia can be attributed to the continued focus and commitment put into providing the very best weather information to Canadians whose activities are dependent on weather.

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### **For more information or for an interview, please contact:**

Deanna M. Langton, Public Relations Coordinator

Telephone 905-829-1159, extension 1358 or email: [dlangton@pelmorex.com](mailto:dlangton@pelmorex.com)