

SAMPLE NEWS RELEASE ON PUBLIC POWER WEEK

Here is a sample news release you can modify to suit your local circumstances with quotes from your general manager or policy board chair. Issue it to your local media and plan ahead so the release is timed to publicize your utility's special events. Along with the release, consider sending photos of your employees.

(UTILITY NAME) CELEBRATES PUBLIC POWER WEEK, OCT. 1-7

(CITY, STATE), (Date) – (Utility name) is celebrating Public Power Week (#PublicPowerWeek), Oct. 1-7, as one of with 68 members of the Missouri Public Utility Alliance and more than 2,000 other community-owned, not-for-profit electric utilities that collectively provide electricity to 49 million Americans.

“Public Power Week celebrates the reliable, affordable electricity (utility name) provides to our community,” said (utility name) (title of manager) (manager name). “Public power puts the people of (community) first, and Public Power Week gives us the chance to emphasize the advantages of locally grown, locally owned power to our citizens,” said (manager name).

“Our service is reliable and safe and we take pride in serving our friends and neighbors,” said (manager name) “(Utility name) is proud to have served (community) for (number of years).”

(Utility name) invites community members to participate in a variety of Public Power Week events. Activities include:

- (Insert a bulleted list of planned activities, including event details such as locations and times).
- (Invite engagement on your social media channels)

Today (utility name) has (number of employees) and (describe facilities: power plants, substations, etc.). It serves (number) residential customers, and (number) commercial and industrial customers.

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Public Power Week is an annual national event coordinated by the American Public Power Association in Washington, D.C. The American Public Power Association is the voice of not-for-profit, community-owned utilities that power 2,000 towns and cities nationwide. The Association represents public power before the federal government to protect the interests of the more than 49 million people that public power utilities serve, and the 93,000 people they employ. It advocates and advises on electricity policy, technology, trends, training, and operations. Its members strengthen their communities by providing superior service, engaging citizens, and instilling pride in community-owned power. More at www.PublicPower.org.