

## **Funding Announcement Press Release**

**For Immediate Release:**

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### ***Local Agency to Participate in Statewide Energy Efficiency Campaign***

*Climate Protection Campaign is one of 16 California agencies selected to promote Flex Your Power campaign messages in the Sonoma County area.*

**Santa Rosa, CA** – For the fourth year in a row, the Santa Rosa-based Climate Protection Campaign has been awarded a \$12,000 grant to participate in Flex Your Power, a statewide outreach campaign to educate the public about ways to conserve energy, reduce utility bills and protect the environment.

“We are pleased to partner with the Climate Protection Campaign to educate the public about ways to save energy, save money and ultimately save the environment,” said Estelle Saltzman, President, Runyon Saltzman & Einhorn, Inc., a Sacramento-based advertising and public relations firm contracted to manage the program.

Maitreyi Siruguri, Cool Schools Program Coordinator at the Climate Protection Campaign, said, “We are very pleased to have been selected once again to participate in the Flex Your Power outreach program. Energy efficiency is a key component of the Sonoma County Community Climate Action Plan. Through efficiency each household can save hundreds of dollars while protecting the climate for future generations.”

Over the next several months the Climate Protection Campaign will coordinate a variety of events and activities to raise awareness on energy efficiency through the “Leave Your Mark” pledge drive. One event that will be held this summer is a “Leave Your Mark Teen Challenge” which will encourage high school students to develop leadership on energy conservation through a pledge drive competition. The campaign will end with a “Leave Your Mark” event in September, bringing together community leaders and the public to celebrate their commitment to energy efficiency. Flex Your Power aims to gather thousands of signatures across California to strengthen the commitment to reduce energy consumption.

Flex Your Power is a comprehensive marketing and outreach campaign funded by California utility ratepayers and administered by the California Investor Owned Utilities under the auspices of the California Public Utilities Commission.

For more information about the Flex Your Power program or the Climate Protection Campaign’s activities, contact Maitreyi Siruguri at 707-525-1665. More information is also available online: [www.climateprotectioncampaign.org](http://www.climateprotectioncampaign.org)