



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 governing board chair. Issue it to your local media and plan ahead so the release is timed to publicize your utility’s special events or activities marking the occasion. Along with the release, consider sending photos of your employees.

(UTILITY NAME) CELEBRATES PUBLIC POWER WEEK, OCT. 4-10

(CITY, STATE), (Date) – *(Utility name)* is celebrating Public Power Week, Oct. 4-10, along with more than 2,000 other community-powered, not-for-profit electric utilities that collectively provide electricity to 49 million Americans.

“We’ve certainly seen our share of challenges this year,” said *(utility name) (title of manager) (manager name)*. “But we continue to pull together with a common goal: keeping *(community)* powered,” said *(manager name)*. “We’ve proven that, despite the challenges, we power on.”

“We take pride in serving our friends and neighbors with [one of/some of] our most essential needs,” 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)*
- *(Include safety measures that will be taken and remind participants of state/local guidance in place, such as limits on gatherings or requirements for face coverings)*

(Invite engagement on your social media channels)

Today *(utility name)* has *(number of employees)* and *(describe facilities: power plants, substations, etc.)* that continue to serve our *(number)* residential customers and *(number)* commercial and industrial customers.



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Public Power Week is an annual national observance coordinated by the American Public Power Association. 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.