



## **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 print, broadcast, and online media outlets, 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 and/or customers.

### **(UTILITY NAME) CELEBRATES PUBLIC POWER WEEK, OCT. 5-11**

(CITY, STATE), (Date) – (Utility name) is celebrating Public Power Week, Oct. 5-11, along with approximately 2,000 other community-powered, not-for-profit electric utilities that collectively provide electricity to 55 million Americans across 49 states and five U.S. territories.

“(Utility name), like the other 2,000 municipally owned utilities across the nation, is working with one purpose: powering a strong community.,” said (name), (title) at (utility name). “We go to work each day with a sharp focus on our customers. Since we operate right here in (community) and serve our friends and neighbors, we care a great deal about things like customer service, helping folks save energy and money, and providing the most reliable service possible.”

(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)

Follow us on social media as we celebrate the week and tell us what local ownership means to you.

Today (utility name) has (number of employees) and (describe facilities: generation assets, substations, etc.) that continue to serve our community.

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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 approximately 2,000 towns and cities nationwide. APPA represents public power before the federal government to protect the interests of the more than 55 million people that public power utilities serve, and the more than 100,000 people they employ. It advocates and advises on electricity policy, technology, trends, training, and operations. Its members strengthen their communities by providing superior, reliable service, engaging citizens, and instilling pride in community-owned power. More at [www.PublicPower.org](http://www.PublicPower.org)*