

SAMPLE NEWS RELEASE ON PUBLIC POWER MONTH OF GIVING

Here is a sample news release you can modify to suit your local circumstances with quotes from your general manager and/or other utility/community leaders. Issue it to your local media and plan ahead so the release is timed to publicize your utility's event. After the event, consider following up with photos of your activity.

(UTILITY NAME) CELEBRATES 'PUBLIC POWER MONTH OF GIVING'

(CITY, STATE), (Date) – (*Utility name*) is celebrating the “Public Power Month of Giving”—a month-long event in which not-for-profit, community-owned electric utilities engage in volunteer activities in their communities.

(*Utility name*) will be (Provide information about plans)

“Public power is all about serving the community. That’s our number one motivation,” said (*utility name*) (*title of manager*) (*manager name*). “What better way than to serve (*city/town name*) during this time of need than by going beyond our day-to-day electric service work and getting out in the community to lend a hand to those in need,” said (*manager name*).

(Provide additional information about plans, including if the community can get involved or further information about any other local organizations involved, such as quotes from leaders of those orgs on how the activity will help or what the need in the community is.)

The celebration this month is only one way that (*utility name*) gives to (*community name*). (*Insert other information about how the utility gives to the community, such as other employee volunteer or charitable efforts, services provided to the community at no cost (e.g., helping with holiday lighting displays), or contributions made to the town/city*).

This is the first year that the American Public Power Association has celebrated a Public Power Month of Giving. Since 2008, APPA has held an annual Public Power Day of Giving in conjunction with its National Conference, where volunteers spend a day with local service organizations in the conference host community or organize a local event in which more employees can participate. In lieu of this event,

APPA has asked the more than 2,000 public power utilities across the country to join in and celebrate a “Month of Giving” throughout the month of June.

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(add your utility’s boilerplate)

The American Public Power Association is the voice of not-for-profit, community-owned utilities that power 2,000 towns and cities nationwide. APPA 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