NATIONAL ASSOCIATION OF REGULATORY UTILITY COMMISSIONERS
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Diverse Coalition Launches Anybody Can Serve Efficiency Campaign

WASHINGTON - A broad group of State and federal regulators, State lawmakers, consumer advocates, and industry officials kicked up the Anybody Can Serve, So Let's Conserve energy efficiency campaign today in Washington.

Led by the National Association of Regulatory Utility Commissioners, the campaign is an effort to educate the general public on ways they can become more energy efficient. NARUC was joined in this national energy efficiency campaign by partners from across the country representing the public and private sectors, local, State and federal policymakers, consumer groups, and philanthropic, environmental, social and civic organizations.

NARUC is an association representing the State public service commissioners who regulate essential utility services, such as electricity, gas, telecommunications, water, and transportation, throughout the country.

"With energy prices rising every year, it's time to aggressively move to action" said NARUC President Frederick Butler of New Jersey. "The key to this initiative is that it is about people moving people to action. It is not about NARUC leading consumers; it is about NARUC listening to consumers. This energy efficiency initiative is about involving people from all walks of life to inspire and educate consumers about conserving energy."

At Friday's launch at the National Press Club, NARUC unveiled five initiatives that will use new talent to develop videos, songs, comics, PSAs, contests and classroom materials to engage all Americans on energy conservation efforts. Material is available on the campaign's Website at: www.anybodycanserve.org.

"We are changing habits of the mind by using music and entertainment as a means of generating ideas on how to effectively engage consumers in energy conservation efforts. We are tapping into the creative energy of the minds and hearts of millions of consumers" said Mignon Clyburn, Chairperson for the Anybody Can Serve Campaign. She concluded "Our approach is simple yet profound. We are focused on creating an engaged and interactive energy efficiency movement."

During the launch event, President Butler and Chairwoman Clyburn were joined by representatives of the following organizations:

- AARP
- African American Environmentalist Association
- American Association of Blacks in Energy
- American Gas Association
- Community Action Partnership
- CTIA
- Earth Day Network
- Edison Electric Institute
- Georgetown Eco-Acton
- National Association of State Utility Consumer Advocates

• National Black Caucus of State Legislators
• National Conference of Black Mayors
• National Hispanic Caucus of State Legislators
• National Organization of Black Elected Legislative Women
• Nuclear Energy Institute
• PURC
• World Conference of Mayors

This movement will be the most inclusive and diverse energy efficiency national messaging campaign in America. While this is an effort to reach consumers from across the nation, we will have a special focus on underserved, low income, rural and minority communities.

As a first step, the Anybody Can Serve…So Let's Conserve partners will encourage people to begin taking action on January 19, 2009 as part of the National Day of Utility Service, celebrated in recognition of the spirit of service to self and community often promoted on the Dr. Martin Luther King, Jr. Holiday.

"This campaign is about highlighting the power each of us has to bring about change every day," said Chairwoman Clyburn. "People will move themselves to take action when given the power and purpose to do so."

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NARUC is a non-profit organization founded in 1889 whose members include the governmental agencies that are engaged in the regulation of utilities and carriers in the fifty States, the District of Columbia, Puerto Rico and the Virgin Islands. NARUC's member agencies regulate telecommunications, energy, and water utilities. NARUC represents the interests of State public utility commissions before the three branches of the Federal government.

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