



September 9, 2010

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City Announces 'Powerful' New Environmental Outreach Campaign

The City of Charlotte's "Power2" Campaign is the newest initiative to engage and educate the community on energy efficiency and sustainability. Charlotte's "Power2" program offers resources and services to help Charlotte residents, business owners and local government save energy, money, and the environment. The citywide program promotes and encourages increased conservation and the use of clean, renewable energy. It also provides our citizens with information so they can make better decisions which will reduce the overall energy consumption in our community.

The "Power2" campaign name and logo was chosen following surveys and discussion with key city staff, community partners and project leaders. It is a representation of the power each and every one of us possesses to make even small changes that add up to make a big difference to the community. Whether it's the "Power2 Conserve," by conserving energy by unplugging things you aren't using, or the "Power2 Recycle", by dropping your soda bottle in one of the recycling bins on Tryon St.; these are all contributions that matter.

The heart of the campaign is the website scheduled to be launched in early October. The website will create a dynamic environment to distribute interactive content and provide a vehicle for dialog between the City, project experts, interested citizens and the media. As Kim McMillan, City of Charlotte Director of Corporate Communications stated, "The City of Charlotte is excited about the "Power2" Campaign and its ability to engage the community to become energy efficient and conserve resources. The centerpiece of the campaign is an interactive website, www.power2charlotte.com, that will showcase all 17 City of Charlotte energy efficiency and conservation block projects in addition to serving as an ongoing resource for other energy partners and future projects."

Another key element of the campaign will be a monthly eNewsletter which will provide regular updates on the progress of projects throughout the community. The website will feature an easy registration form for those interested in learning more about what the City is doing and what they, as residents and business owners can do to make a difference.

With this campaign, Charlotte has the Power2 be recognized as a national model for programs that spur market development and the adoption of clean, renewable energy strategies, practices, policies and technologies.

Funded by a grant from the US Department of Energy, The Power2 Charlotte campaign is one of 17 City of Charlotte projects to receive funding through the Energy Efficiency and Conservation Block Grant Program, part of the American Resource and Recovery Act. To learn more about Charlotte's energy strategy, visit the city's economic recovery web site at www.charmeck.org.