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For Immediate Release

4-10

News Release

PSC Participates in National Efficiency Campaign

Atlanta, February 18, 2010 — The Georgia Public Service Commission (Commission) is participating in a national energy efficiency movement that will pit families across the country against one another in a friendly challenge to see who can conserve the most energy.

Under the 30-60-90 Day Challenge, a family from Georgia will compete against selected families from the remaining 49 States, the District of Columbia, and U.S. territories (one family per State/territory) in an energy conservation challenge. The competition will start April 1 and run through the end of June, and the winning family will get their energy bills (electricity and/or gas) paid for the three-month period.

The 30-60-90 Day Challenge is part of the broader Anybody Can Serve, So Let's Conserve energy efficiency campaign sponsored by the National Association of Regulatory Utility Commissioners, the national Association representing State public utility commissions. NARUC launched the Anybody Can Serve campaign in January 2009 to coincide annually with the Martin Luther King, Jr., holiday.

“This campaign brings energy efficiency into Dr. King’s legacy of service,” said Commission Chairman Lauren “Bubba” McDonald, Jr. “There are simple steps consumers can take to lower their energy bills and help improve the environment, because the cleanest megawatt is the one never used. The 30-60-90 Day Challenge will demonstrate how easy it is for families to conserve energy. We hope that people tune in, follow along, and learn. This is the nexus between energy efficiency and reality TV.”

In order to participate, each family will submit their utility bills from April, May and June of 2009 to establish a baseline cost for their utility services. They will receive an energy efficiency toolkit—which includes energy efficient light bulbs, heater insulation blanket, weather stripping tape and caulking—and webcams and a blog, so the general public can follow along. The winning family’s bills will be paid by the Anybody Can Serve campaign.

Participating families all make \$50,000 annually or lower, and must provide their own Internet access. They also must actively participate by updating their blogs and utilizing the webcams.

The general public can follow along at the Anybody Can Serve, So Let's Conserve Website at www.anybodycanserve.org.

About the Anybody Can Serve, So Let's Conserve Campaign: NARUC and its partners established the Anybody Can Serve, So Let's Conserve Campaign to coincide with the Martin Luther King, Jr., Holiday. Each year, NARUC, its members, and its partners will mark the holiday by making it a Day of Utility Service. The Anybody Can Serve campaign is a far-reaching effort to encourage the general public to conserve energy.

You can find the Commission on the web at <http://www.psc.state.ga.us>.

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