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PRESS RELEASE

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FOR IMMEDIATE RELEASE

October 2, 2008

NATIONAL PUBLIC POWER WEEK - OCTOBER 5 - 11, 2008

Please join Redding Electric Utility (REU) in celebrating 2008 Public Power Week - REU and Shasta Builders' Exchange (SBE) will host 200 - 7th grade students to kick-off festivities

Redding Electric Utility (REU) in partnership with the American Public Power Association (APPA) invites you to join us in celebrating Public Power Week as well as REU's 88th year of being your locally-owned and operated public utility. This is the 22nd year that Public Power Week has been celebrated nationally and REU has several activities planned in observation. REU will kick-off Public Power Week on Tuesday, October 7, with approximately 200 7th grade students from Mountain View Middle School at the Shasta Builders' Exchange's (SBE) AGREE Park. Students will join REU and SBE staff at AGREE Park and the Earth Advantage Green Resource Center to participate in solar demonstrations, tours of the AGREE Park "green" homes, pole climbing demonstrations by REU linemen, bucket truck rides, and students will compete in an educational and fun "energy scavenger hunt". This year, REU's Public Power Week kick-off event provides REU with a unique opportunity to connect with local area middle school students about the benefits of public power, and the numerous energy saving programs and services offered by public power utility's like REU. In addition to the guided tours of AGREE Park and the Earth Advantage Green Resource Center, students will also listen to presentations from REU, SBE and Earth Advantage green builders about renewable energy, green building, careers in the electric utility industry, and energy conservation.

In addition, REU is sponsoring a local chapter of the Boy Scouts of America as they celebrate Public Power Week with REU by handing out free compact fluorescent light bulbs (CFL's) at the local Shopko store on Sunday, October 5th. REU will also be hosting informational booths in the City Hall lobby on Thursday, October 9th, and again at the Mt. Shasta Mall center court on Friday, October 10th.

The City of Redding Electric Utility has participated in National Public Power Week events since it was first organized by the APPA in 1987. During Public Power Week, the 2,000 publicly-owned utilities across the nation proclaim the benefits of locally-owned and operated public utilities.

REU is proud to be a part of the Public Power community and continues to ensure power is available when our customers want and need it. Please join us in celebrating REU's reliable electric service and our continued ability to serve our many valued customers.

Redding Electric Utility (REU) - *Smart Service . . . Bright Ideas!*



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