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PRESS RELEASE

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FOR IMMEDIATE RELEASE

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**REU VISITING CUSTOMERS
IN MARTIN LUTHER KING NEIGHBORHOOD
ON FRIDAY, DECEMBER 12TH TO HELP RESIDENTS LOWER
THEIR UTILITY BILLS AND KEEP WARM!**

Redding Electric Utility is once again going door-to-door in an effort to reach customers and provide them with energy saving products and conservation tips to assist in reducing energy bills during the cold winter months.

Redding Electric Utility (REU) employees will be visiting Redding customers in the Martin Luther King neighborhood on Friday to provide our customers with energy “sipping” products, conservation tips and valuable information to assist with energy efficiency and lowering utility bills. REU’s Energy Services staff initiated the door-to-door customer connection last month and the program was very well received by customers in various Redding neighborhoods. REU will accomplish more “door-to-door neighborhood connections” during the coming months and into 2009. The early phase of our first door-to-door efforts will be concentrated in older areas of town where homes consume more energy than newer homes. “Our goal will be to help these customers save energy, save money and improve their comfort levels during the winter months,” commented Patrick Keener, Energy Services Manager.

With the cold winter months approaching, REU plans to provide these targeted customers with Compact Fluorescent Lights (CFLs), weather stripping, caulking, and electric outlet and light switch insulators that combined, can really make a difference on their utility bills. The Energy Services Division will also provide customers with energy saving tips and Utility rebate information. REU values this opportunity to speak directly with our customers as a means to help with individual needs and concerns. If customers aren't available, REU staff will leave the energy conservation tips and products at the door.

Helping our customers decrease their electricity consumption will also help our community reduce local greenhouse gas emissions, and lower monthly utility bills. Most importantly is helping our customers economically stay warm and comfortable through the winter season. According to Pat, we are very cognizant that the national economy is impacting Americans from all walks of life, especially those on lower/fixed incomes." REU believes, as Redding's community-owned Electric Utility, customer connection opportunities such as this will help the Utility learn more about our customers' needs and assist REU with future REU energy-efficiency program development.

REU's door-to-door customer connection program will be ongoing for the next several months in an effort to reach as many REU customers as possible. Watch for the REU trucks and crews as they visit numerous Redding neighborhoods!

Redding Electric Utility - "**Smart Service . . . Bright Ideas!**"

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