



## News Release

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**FOR IMMEDIATE RELEASE**

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### **Utah Wind Power Campaign earns national recognition for Blue Sky promotion**

SALT LAKE CITY — Utah's clean-energy efforts continue to receive national recognition. The Utah Wind Power Campaign received the Interstate Renewable Energy Council (IREC) Innovation Award for its leadership in promoting Utah Power's Blue Sky renewable power program.

The Utah Wind Power Campaign, launched by the Land and Water Fund of the Rockies, was recognized for its alliance-building initiatives. It brings together community groups, utilities and state agencies to broaden the market for wind power.

"We are thrilled to be recognized for our successful grassroots education and marketing efforts that have helped make the Utah Power's Blue Sky program so successful," said Sarah Wright, Utah Wind Power Campaign director. "It is tremendously rewarding to help broaden the support for wind power in Utah. We have worked with businesses and organizations across Utah, including the mayors of Salt Lake City and Moab, public radio stations, national parks, churches and the University of Utah."

Utah Power launched Blue Sky in 2000 to give customers a choice in how their energy is produced, and to give them a role in creating demand for renewable energy resources. The program provides Oregon, Utah, Washington and Wyoming customers the opportunity to buy renewable energy in 100-kilowatt-hour block increments, in addition to their regular monthly electric bill.

The Utah Wind Power Campaign has signed up more than 100 businesses for the Blue Sky program, and conducted outreach to thousands of residential customers in Utah. Working in partnership with Utah Power and the Utah Energy Office, the Utah Wind Power Campaign encourages renewable energy purchases by governmental agencies, municipalities, businesses and nonprofit organizations. These groups' resources are then leveraged to further broadcast the clean energy ethic and reach a broader set of potential customers.

Utah Wind Power Campaign's award was announced June 22 at the IREC's 2003 Innovation and Special Recognition Awards. Each award application was reviewed and in the judgment of IREC and independent judges, demonstrated a measurable positive impact that is replicable and innovative. The

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Sustainable Natural Energy Program (SNAP) and the Chicago Solar Partnership also received Innovation Awards.

“These projects serve as models for other communities, schools and cities to use. We have some excellent examples that other groups and partnerships can duplicate ensuring success,” says Jennifer Szaro, chair of IREC’s Award Committee.

Utah Power’s Blue Sky has received a wealth of recognition this year. Most recently the community of Moab successfully completed a drive to sign up 5 percent of its customers and become the nation’s first “Blue Sky Community.” In addition, Utah Power’s parent company, PacifiCorp, received acclaim for ranking third in the nation for the number of customers signed up for renewable power options such as Blue Sky.

“Nearly 6,100 Utah customers have put their money where their hearts are by purchasing Blue Sky wind power,” said Bill Edmonds, Utah Power’s director of environmental policy. “We are hopeful that our work with Utah Wind Campaign, plus our recent price reduction, will spur more customer signups and bring more renewables into the power grid.”

Last month, Utah Power lowered the price of Blue Sky renewable wind energy decreased from \$2.95 per 100 kilowatt-hour block to \$1.95. Edmonds said that Blue Sky’s price because of greater customer participation, improved technology and the reduced cost of acquiring renewable power.

Buying a 100-kwh block of Blue Sky each month for a year has the same positive environmental impact as planting a third of an acre of trees or not driving a car for 1,800 miles.\* Renewable energy, such as wind, solar and geothermal, has little-to-no emissions and the supply is unlimited. Wind power produces no air pollutants, wastewater, smog or acid rain. It also helps reduce greenhouse gas emissions.

To sign up for Blue Sky, call 1-800-842-8458 or e-mail [bluesky@pacificorp.com](mailto:bluesky@pacificorp.com). Customers can sign up on line at [www.utahpower.net/goto/renewablepower](http://www.utahpower.net/goto/renewablepower) or at [www.utahgreenpower.org](http://www.utahgreenpower.org)

*\*Calculations based on an independent analysis completed by the Northwest Power Planning Council and EPA data.*

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### **About the Utah Wind Power Campaign**

The Utah Wind Power Campaign is a joint project of the Land and Water Fund of the Rockies, a non-profit regional environmental policy and law organization and the Utah Clean Energy Alliance, a non-profit organization promoting energy efficiency and renewable energy sources in Utah. The goal of the campaign is to increase public awareness and use of pollution-free wind generated electricity. For more information about the campaign call (801) 673-7156 or visit [www.utahgreenpower.org](http://www.utahgreenpower.org).

### **About Blue Sky**

Utah Power launched Blue Sky in 2000 to give customers a choice in how their energy is produced, and to allow them a part in creating demand for renewable energy resources. Utah Power cannot guarantee that electricity from a particular facility will flow directly to a customer’s home or business. However, the company will deliver to the regional grid an amount of renewable energy equal to the amount of a customer’s block purchase. All Blue Sky purchases help support renewable energy generation. Blue Sky purchases are in addition to Utah Power’s large investments in wind power. In its recently published Integrated Resource Plan, the company said it plans to add 1,400 megawatts of new wind and geothermal generation in the next 10 years.