



For Immediate Release

## **E SOURCE Announces Video Contest Winners**

*Visions of Efficiency Video Contest Delivers Creative, Original Videos for Energy Efficiency*

BOULDER, CO, October 31, 2008—E SOURCE announced the winners of its *Visions of Efficiency Video Contest* at its 21<sup>st</sup> Annual E SOURCE Forum & Exhibit in Denver, Colorado. The winning videos were selected because their creators responded to the call for entertaining original videos that highlight the benefits of energy efficiency in an imaginative way. Judging criteria included originality, creativity, and message. The goal of the contest, which ended in May, was to find videos that help break down barriers to adopting energy-efficient products and practices.

“Each year, utilities and other groups spend more than \$1 billion on energy-efficiency programs, yet it is difficult to get people to participate in these programs even though the economic and environmental benefits are compelling,” said Wendy Bloechle, director of marketing for E SOURCE. “Perhaps it’s the way the message gets delivered that is part of the problem. Creating online videos is quite popular nowadays, so we thought this contest might provide new, creative concepts for inspiring energy users to take action.”

The grand-prize winner, who received \$2,000 and a trip to Denver, is Sean Brown of Deerfield, Illinois. His video, *Mr. Luna’s Bright Idea*, is about a school teacher who encourages every student in America to use one compact fluorescent light bulb at home. John Hill of Orlando, Florida, and Austin Haeberle of Maplewood, New Jersey, are the second- and third-prize winners, respectively. In Hill’s animated video, *Talking House*, a house comes alive and complains to its owner that it needs an energy makeover. Haeberle’s video, *Families Fight Back*, shows how one family takes on big energy bills by doing lots of simple things that add up.

To view the E SOURCE *Visions of Efficiency Video Contest* finalists and winners, please visit [www.esource.com/videocontest](http://www.esource.com/videocontest).

### **About E SOURCE**

E SOURCE has been providing leading-edge energy business intelligence to over 300 utilities and large energy users for more than 20 years. Our research analysts and consultants are among the best minds in the business, delivering significant and timely research that equips our customers with the right information at the right time to make better, faster decisions. We’re in the know—predicting and addressing trends, technologies, and problems related to energy efficiency, utility customer satisfaction, program design, marketing, customer management, and sustainability.

### **Public Relations Contact**

Wendy Bloechle, Director of Marketing, E SOURCE  
wendy\_bloechle@esource.com  
303-345-9158