



SRP Get Some Shade Fashion Show



Delivering water and power™

We are delivering today

More than 2 million people living in central Arizona receive water and power from us.

SRP Shade Screen Rebate Program

- About 50% of the heat that enters the home is through the windows
- Shade screens are an effective and affordable way to save energy
- Customers can get \$0.80/sf on professionally installed shade screens



A history of demonstrating the benefits of shade

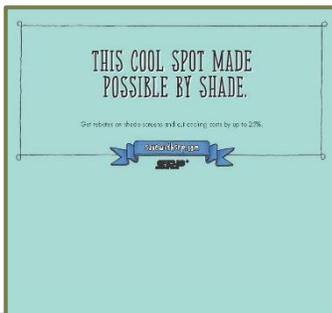
Light rail stations



Spring training

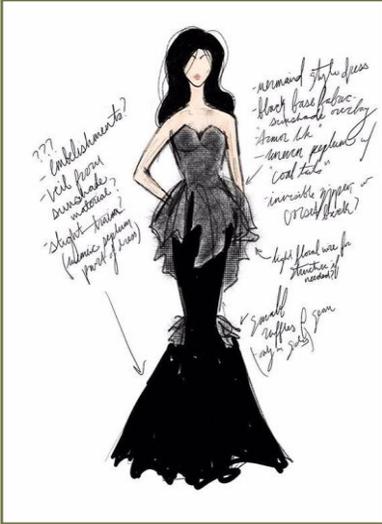


Windshield cover giveaway



Making a fashion-forward statement

IDEA:
Transform mesh shade screen material – typically found on a home’s exterior windows – into **high-fashion, custom-made ensembles**, made with at least 50% shade screen material.



Hitting the shade screen runway

Partners



Designs created by Mesa Community College's Fashion Merchandising and Design program



Material provided by Phifer

Emcee

CAREY PEÑA



Venue



Shade Screen Fashions Come to Life



Getting the message out



Media Coverage



1.5 million

azfamily.com
POWERED BY CBS 5

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MCC students create shade screen fashion you can wear

Posted: Mar 20, 2018 9:13 PM
Updated: Mar 20, 2018 9:37 PM

By Ashlee DeMartino, 3TV/CBS 5 Weekend Weather Anchor [CONNECT](#)

VIDEO: Students come up with wearable shade

g shade: SRP, college fashion designers put a sustainable the runway

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MESA, AZ (3TV/CBS 5) - It starts with an idea, which turr into a sketch and then develops into a design.

The fashion challenge for students at Mesa Community College was come up with wearable shade screens. You know, like the ones you put on the windows of your house keep the sun out.

"It was super difficult," said Ashish Savchand, a fashion design student.

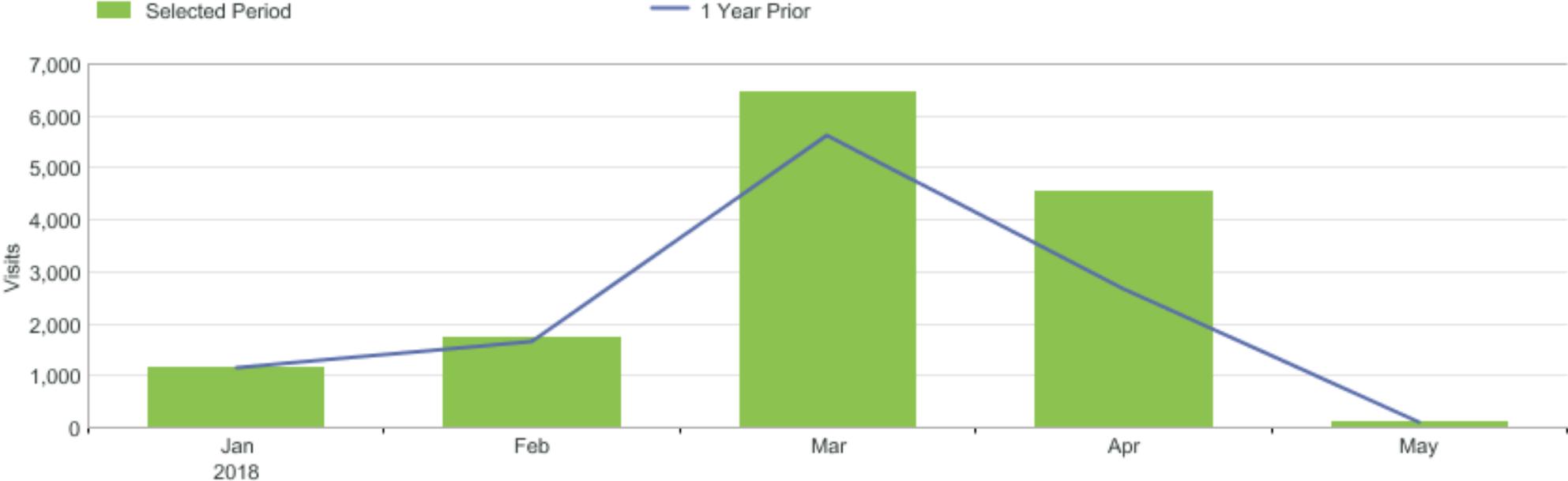
VIEW SLIDESHOW
23 photos

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Results

Web traffic tripled



Lessons Learned

- **Choose your partners wisely.** A lot of time and effort will be put into following up to make sure you have what is needed for a successful event.
- **Be nimble.** Events and social media can be unpredictable.
- **Stay on message.** Prep all spokespeople on key messages so the takeaway from the event is clear.
- **Do the unexpected.** No one thinks of fashion and SRP in the same sentence, but we made it work.