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CONTACT: Matt Valdez, *TexasIsHot Coalition*
(512) 656-5179 or info@texasishot.org

PEDERNALES ELECTRIC COOPERATIVE JOINS TEXASISHOT TO HELP PEC MEMBERS SAVE

With the help of corporate partners like PEC, the coalition aims to *teach Texans to take control of their energy consumption, save money and make Texas a leader in energy efficiency.*

AUSTIN, TEXAS –Pedernales Electric Cooperative (PEC) has joined the TexasIsHot Coalition to provide Texans with tips, tools and information needed to conserve energy and save money in the process.

“Energy conservation is one of our top priorities,” said PEC General Manager Juan Garza. “With our Board-approved goal of reducing residential and commercial electric use by 20 percent, Green Works initiative and continued conservation effort, PEC is working to help members and local businesses make conscious decisions to use less energy.”

The TexasIsHot campaign launched in March 2009 and includes a comprehensive Web site – www.TexasIsHot.org – with the latest news concerning energy efficiency, quick and easy tips, and interactive tools for consumers to analyze personal energy use and better understand the financial benefits of conservation. The site also serves as a forum for Texans to share energy-saving success stories and ideas. Initial public response to the campaign has been overwhelmingly positive and traffic to the educational Web site has steadily increased as more and more Texans look for ways to decrease energy use.

“We are excited to have Pedernales Electric join TexasIsHot,” said Curtis Seidlits, a *TexasIsHot Coalition* spokesman. “PEC has a proven commitment to conservation and consumer education, which is particularly important since Texas leads the nation in energy production and consumption. Increased energy efficiency is the easiest, quickest and cleanest option to lower electric bills, help the environment and promote our state and nation’s energy independence.”

PEC’s Garza added, “Pedernales Electric looks forward to partnering with the TexasIsHot campaign to educate our members on how to use electricity more wisely, help the environment and save money – all at the same time.”

About TexasIsHot

The TexasIsHot Coalition’s goal is to educate consumers about how to be more energy efficient and how to take control of their consumption and their bills. The coalition website – www.TexasIsHot.org - provides the latest energy efficiency news, quick and easy tips to conserve electricity, and interactive tools to show the financial impact of small changes in daily life. The coalition also provides regular e-mail updates and other educational forums to put Texans in control of their energy use and costs.