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**CONNECTICUT PIONEERS THE CLEANPOWERPERKS™ PROGRAM**

CTCleanEnergyOptions<sup>SM</sup> Program customers now receiving rewards for choosing clean energy

**Boston, MA** (November 17, 2014) – CleanPowerPerks™ – the new web-based program that rewards people and celebrates businesses that use clean energy – is now making its national debut in Connecticut. Twenty-five thousand CT households have earned free CleanPowerPerks memberships, netting them exclusive offers at businesses and brands, locally and online, that use clean power too. Current deals at local CT businesses total \$1,400 in value and online perks include offers from member brands like prAna, Preserve and Timberland and categories ranging from fashion to entertainment and home goods.

Sample perks include \$10 off fresh produce delivery, a free week of unlimited yoga, two free weeks of childcare, free kitchen remodel design services, \$20 off dry cleaning and 20% off a clothing order. Local CT businesses such as The Center for Green Building in Bridgeport, Renaissance Cyclery in Plainville and Balanced Hot Yoga in New Haven are participating. These perks are facilitated through a free smartphone application. Local businesses that use clean energy benefit by reaching like-minded customers and receive marketing materials for their shop touting their use of clean energy and participation in CleanPowerPerks. Membership is also free for small businesses, as long as they use clean energy.

"CleanPowerPerks was founded on the belief that people and businesses deserve to be rewarded for helping to advance clean energy in the US", says CleanPowerPerks Founder and Chief Energizer Tess O'Brien. "We believe that choosing clean energy should be easier and more fun! We're making it a no-brainer for folks to match their home's electricity usage with 100% renewable energy – something anyone in America can do. And should – it's one of the easiest, most effective ways to address some of our country's most pressing issues like climate change, energy security and protecting our vital natural resources. We now have more reasons than ever to choose clean energy and with these perks, there's no reason not to. It's time to bring together the community around the cause." CleanPowerPerks will be expanding to additional markets in 2015.

To participate, CT residents simply need to choose (or already use) a clean energy option. They can then activate their membership on the CleanPowerPerks website using the unique code included in the invitation from their clean power provider. Participating providers include Community Energy and Northeast Clean Power, the two clean energy providers approved through the state's CTCleanEnergyOptions<sup>SM</sup> Program. To ensure all CT households can participate, there is also an option for those whose electricity is billed to their landlord.

"Community Energy is excited to work with CleanPowerPerks to reward our customers for choosing clean energy. Knowing that your home is powered by 100% clean energy is often reward

enough, but being able to offer our customers tangible recognition from local and national businesses is a strong added benefit", says Jay Carlis, Vice President at Community Energy.

Northeast Clean Power's Manager Julia Marquardt says "CleanPowerPerks offers are a great benefit for all Northeast Clean Power participants. Residents find out about like-minded green businesses and get good deals, while businesses can seize an opportunity to attract new customers."

The CTCleanEnergyOptions Program has been recognized as a national leader on the National Renewable Energy Laboratory's Top Ten Green Power Program lists. In 2013, the program ranked 6<sup>th</sup> in the country for number of participants, 7<sup>th</sup> for total amount of clean energy used and 10<sup>th</sup> for lowest price. The program offers options for CT electricity customers to match their electricity usage with clean energy from the Northeast region from sources like wind, biogas, solar and small CT hydro. A simple line item is added to the summary of the customer's existing electric bill. The average CT household uses 700 kilowatt-hours per month, making the average CTCleanEnergyOptions charge about \$7.00 more per month. Customers can keep the electricity generation company they have chosen and even change electricity suppliers while maintaining participation in this program.

For more information, or to sign up for clean energy or CleanPowerPerks, visit [CleanPowerPerks.com](http://CleanPowerPerks.com).

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### **About CleanPowerPerks™**

CleanPowerPerks™ is a web-based platform that advances clean energy in the USA by rewarding customers and celebrating brands that use clean power. The program's goal is to make it easier and more rewarding for Americans to choose clean energy by offering Perks with Purpose™ that continue to promote clean energy by supporting businesses and brands making a difference. CleanPowerPerks is building a nationwide collective of people, brands and organizations that care about the cause. They also educate consumers about brands that use clean energy through the Shop Clean™ List.

The program is administered by Boston-based, woman-owned startup CleanPowerPerks, LLC. The company was a recent Cleantech Open semifinalist and is pursuing B Corp certification. Tess O'Brien, a clean energy marketing + communications professional with experience in both consumer and commercial markets, founded the program in order to bring greater value and collaboration to the clean energy movement. The program launched in Connecticut in 2014 and is expanding nationwide in 2015.