

News Release

For Immediate Release

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Butte Environmental Council announced as Energy Upgrade California® Grant Award Winner

CHICO, Calif. – Energy Upgrade California has named Butte Environmental Council (BEC) as one of a select number of community-based organizations across the state that have been awarded grants to develop and implement energy management outreach, awareness, and educational programs for the community with an emphasis on reaching diverse and underserved populations.

“The Energy Upgrade Ambassador Program is an exciting new addition to Butte Environmental Council,” said BEC’s executive director Robyn DiFalco. “BEC was looking to do more focused action on climate change and energy conservation so this program feels like a perfect fit with our existing efforts.”

BEC is one of 53 organizations statewide that received grants. BEC’s long experience with community outreach campaigns has demonstrated its success in reaching diverse populations by utilizing both in-person and social media outreach. With the funds received, BEC will fund GRID Alternatives North Valley to reach deeper into the community.

BEC has selected Becky Holden as the Energy Upgrade Ambassador Program Coordinator. Holden has worked for BEC since 2013 as the Assistant Program Coordinator for its Recycling and Rubbish Education program (R.A.R.E.) and has helped with recycling outreach and education efforts. Working with Holden is Sanja Cerni, the Outreach Coordinator for GRID Alternatives North Valley.

“GRID Alternatives works in neighborhoods ranking among the highest in the state as disproportionately affected by pollution and poverty,” said Cerni. “This partnership is a way for GRID to make an even broader impact in the communities we serve.”

Chico-based non-profit GRID Alternatives North Valley is a statewide administrator of a no-to-low-cost solar program for low-income homeowners. GRID Alternatives helps their clients reduce their energy bill and carbon footprint by increasing their home's energy efficiency and taking simple energy conservation measures in addition to the installed solar.

Energy Upgrade California® is a state initiative to help Californians take action to save energy and conserve natural resources, help reduce demand on the electricity grid, and make informed energy management choices at home and at work. It is supported by an alliance of the California Public Utilities Commission, the California Energy Commission, utilities, regional energy networks, local governments, businesses, and nonprofits to help communities meet state and local energy and climate action goals. Funding comes from investor-owned utility customers under the auspices of the California Public Utilities Commission. For more information, visit www.EnergyUpgradeCa.org.

The Butte Environmental Council is a non-profit environmental organization based in Chico, California. BEC's mission is to preserve the Earth's natural resources, with an emphasis on environmental issues in Northern California. Since 1975, BEC has played a significant part in shaping the environment and policies of Butte County and surrounding areas. For further information, visit www.becnet.org or contact Executive Director Robyn DiFalco at (530) 891-6424 or roybynd@becnet.org

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