

News Release

For Immediate Release

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Contact:

Robyn DiFalco

Executive Director

Butte Environmental Council

530-891-6424

Butte Environmental Council Announced as Energy Upgrade California[®] Grant Award Winner for Statewide Energy Management Education Program

CHICO, Calif.– Butte Environmental Council (BEC) has been named 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 its local community with an emphasis on reaching diverse and underserved populations.

These grants are part of Energy Upgrade California's efforts to work with grassroots organizations across the state to educate Californians about the simple steps they can take to better manage energy, save money, and make their homes more comfortable.

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.

"We are proud to have been chosen as Community Ambassadors to implement the Energy Upgrade California educational outreach grant and look forward to working with individuals in our community to provide them with tools and resources they can use to reduce their energy consumption and save money in the process," Robyn DiFalco, Executive Director, Butte Environmental Council said.

Becky Holden from BEC will continue working as the Energy Upgrade Ambassador Program Coordinator. Holden will have an Energy Upgrade California booth at many upcoming events, including the Soroptimist Home and Garden Show in March, and BEC's Endangered Species Faire in May.

BEC was one of 25 organizations statewide that received grants. BEC won an award due to its strong history of effectively reaching diverse communities to effect change through grassroots outreach and engagement programs.

“The grants will help bring the importance of energy management to communities throughout the state,” Lauri Walker, manager of community ambassadors, Energy Upgrade California said. “If we all take steps to better conserve and manage energy, our collective efforts will make a big difference as California works to meet energy goals.”

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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

Story Contacts:

Becky Holden

Energy Upgrade Ambassador Program Coordinator

Butte Environmental Council

530-891-6424