

Inside . . .

A business in the spotlight

Students raise money to buy green power

Poster contest winners

Feedback from readers

Green Power Switch is a renewable energy initiative that offers consumers in the Tennessee Valley a choice in the type of power they buy. TVA and local public power companies, working in cooperation with the environmental community, developed Green Power Switch as a way to bring green power—electricity that's generated by cleaner, renewable resources like solar, wind, and methane gas—to Valley consumers.

Green Power Switch is sold to residential consumers in 150-kilowatt-hour blocks (about 12 percent of a typical household's monthly energy use). Each block adds \$4 to the customer's monthly power bill.

For more information, visit www.greenpowerswitch.com.

For alternative formats of this document, call (865) 632-6824 and allow five working days for processing.



Green Power Switch®

Leading Corporations Visit Buffalo Mountain

TVA recently hosted the Green Power Market Development Group for a tour of Buffalo Mountain Wind Park. The Group is a collaboration of 12 leading corporations and the World Resources Institute (WRI) that is dedicated to building corporate markets for green power.

WRI researchers work closely with corporate energy professionals to build the business case for green power. The other companies represented include Alcoa, Cargill Dow, Delphi Corporation, Dow, DuPont, General Motors, IBM, Interface, Johnson & Johnson, Kinko's, Pitney Bowes, and Staples.

The Group is working to transform energy markets and develop strategies to enable corporate buyers to diversify their energy portfolios with green power and thereby help address climate change. Its

goal is to develop corporate markets for 1,000 megawatts of new, cost-competitive green power by 2010.

Since January 2001, the Group has implemented or signed contracts for 112 megawatts of new green power projects and purchases—enough to power 84,000 homes. These purchases include renewable energy certificates, hydrogen fuel cells, wind power, electricity from other renewables such as biomass and geothermal resources, and the direct use of landfill gas for thermal energy. Group members are implementing these green power deals at more than 290 facilities across 24 states and the District of Columbia.

To learn more about the Green Power Market Development Group, visit its Web site: <http://www.thegreenpowergroup.org>.



**Comments?
Suggestions?
Let us hear from you!**

We'd like to know if you're satisfied with our quarterly newsletter, and we're interested in what you'd like to read in future issues. So e-mail us your comments today.

Also, please recycle this newsletter by passing it on to a friend. Thanks for your help and your interest!

—Gary Harris
Program Manager

GREEN POWER SWITCH
P. O. Box 292409, OCP 2-400
Nashville, TN 37229-2409

Help us save trees

You can read this newsletter online at www.greenpowerswitch.com. If you would like us to take you off the mailing list and notify you by e-mail when future issues are posted online, e-mail us at greenpowerswitch@tva.com.

Upcoming Events

April 17, 2004

Earth Day Celebration at Cool Springs Mall, Franklin, TN. Featuring "Earthman" from 12:00 p.m. - 4:00 p.m.

April 17, 12:00 p.m. - 7:00 p.m.

Nashville Earth Day Festival 2004 at Centennial Park

Contact: sharon.smith@nashville.gov

April 21, 10:00 a.m. - 2:00 p.m.

University of Tennessee at Chattanooga Earth Day on campus

Contact: dawn-ford@utc.edu

April 22, 11:00 a.m. - 4:00 p.m.

Celebrate Earth Day 2004 at Murfreesboro Civic Plaza, Murfreesboro, TN

April 22 - 23, 8:00 a.m. Thursday through 5:30 p.m. Friday

Threshold: Sustaining a Land Called Tennessee. Chattanooga Theatre Centre Statewide conference seeking sustainable solutions features exhibits, roundtables, and plenary sessions.

Contact: omivey@juno.com or sandy65613@aol.com

April 24, 10:00 a.m. - 6:00 p.m.

Knoxville Earth Fest; Free Sean Mullins concert from 7:00 p.m. - 10:00 p.m. World's Fair Park - Court of Flags (north lawn)

Contact: **John Homa, City of Knoxville Dept. of Public Service**
865-215-2872 (call for rain date)

A Business in the Spotlight

Green Power Switch is pleased to have 346 Valley businesses taking action to create a cleaner environment by purchasing renewable energy each month. Many of these are small businesses, such as Dr. Larry Durand's office in Maryville, Tennessee. Dr. Durand, an endodontist, purchases 20 blocks of GPS, which equates to 100 percent of his business use. That's above the minimum required purchase of five blocks based on monthly electric usage.

Dr. Durand's office was the first small business served by City of Maryville Electric Department to participate in the Green Power Switch program. The 20 blocks he buys have an annual environmental benefit equivalent to removing five cars from the road or planting seven acres of trees. Dr. Durand first heard about the program through news articles and at the Little River Cleanup Day sponsored by Keep Blount Beautiful. "City of Maryville Electric Department and TVA have made it easy for small-business owners like myself to have a positive impact on our environment," said Dr. Durand.

Fourth-Graders Raise Money to Purchase Cleaner Electricity for Their School

Four class officers from Bess T. Shepard Elementary School in Chattanooga represented the entire fourth-grade class and purchased blocks of Green Power Switch from EPB for their school. The students held a fund-raiser and raised enough money to purchase 13 blocks, which provide nearly 2,000 kilowatt-hours of electricity generated from renewable sources.

"Through Dr. Shock's performance in EPB's 'Play It Safe' and Junior Achievement, the children became very aware that all Chattanooga residents need to become better stewards of their community and the world in which we live.

We congratulate them on their enthusiasm and the great example they are setting for other area students and their community," said Karlene Claridy, EPB's public relations coordinator.

The students, accompanied by their teacher, actually made the transaction of purchasing green power blocks from an EPB cashier. EPB not only provided goody bags for the students and their classmates, but it also scheduled a very special visit from EPB's



famous friends, Dr. Shock and Louie the Lightning Bug.

"It is our hope that future generations will become more aware and get involved in creating a cleaner environment for our community," said Hosea Pierce, EPB's community relations coordinator.

Poster Contest Winners

Green Power Switch thanks all the students who participated in our “Building a Green Power Future” poster contest and school assembly. All of the posters submitted were outstanding. We are proud to announce that students from East Academy in Nashville, Tennessee, were our grand prize winners. Individual contest winners from grades K-4 include: Alexis Tobitt, Evan Gordon, Jacob Brown, Darcy Duncan, Nathan Walls, and Darrius German.



Generation update

Solar power sites

Generation December 1, 2003 - February 29, 2004

Adventure Science Center	4,562 kWh
Dollywood Tram C	1,325 kWh
Dollywood Tram D/E	1,512 kWh
Gibson County High School	2,411 kWh
Ijams Nature Center	2,123 kWh
Cocke County High School	1,513 kWh
Duffield-Pattonsville Elementary School	1,601 kWh
Sci Quest/North Alabama Science Center	5,152 kWh
American Museum of Science & Energy	3,300 kWh
Lovers Lane Soccer Complex	5,438 kWh
Finley Stadium	13,742 kWh
Oak Ridge National Laboratories	0 kWh
Florence Water Treatment Facility	6,220 kWh
University of Mississippi	6,726 kWh
Mississippi State University	3,176 kWh
Total solar generation	58,800 kWh

Wind power site

Generation December 1, 2003 - February 29, 2004

Buffalo Mountain Wind Park	1,292,459 kWh
----------------------------	----------------------

Methane gas site

Generation December 1, 2003 - February 29, 2004

City of Memphis Wastewater Treatment Facility	5,267,996 kWh
---	----------------------

Participation update

Total number of green power blocks subscribed:	22,387
Number of residential customers subscribing:	6,928
Average number of green power blocks per residential customer:	1.7
Number of business customers subscribing:	346

*For a list of participating business customers, please visit www.greenpowerswitch.com.

Feedback from our readers

Nancy Watson, from Washington County, Tennessee, has been a Green Power Switch subscriber since March 2002, after reading about Green Power Switch in the Erwin Utilities newsletter. Nancy feels good about her monthly contribution, and she hopes it will help spur more renewable generation.

Marcy Hensley of Unicoi County, Tennessee, has been a participant in Green Power Switch through Erwin Utilities since June 2003. She too feels good about her contribution, which, she says, is a needed investment for a better energy future that we have a responsibility to make.

The **Fonberg** family in Jonesborough, Tennessee, was among the first subscribers of Green Power Switch when the Johnson City Power Board began offering the program

in March 2001. Conserving electricity in the household through the use of energy-saving lighting and Energy Star appliances goes hand-in-hand with their desire to see green power expand.

Mickii Carter, of Johnson City, Tennessee, also was among the first subscribers when green power became available. The Carter family believes their investment is urgent and cost-effective as green energy helps forestall further damage to the environment, which is more costly to repair later on. The program offers an easy way for people to support actions toward greening the environment, especially when time constraints make other ways of support difficult.

www.greenpowerswitch.com

Printed on 100% post-consumer recycled paper using soy-based inks.

*TVA and your local public
power company*



PRESORTED
STANDARD
U.S. POSTAGE PAID
CHATTAHOOGA, TN
PERMIT NO. 366