



100% wind. 100% New England. 100% non-profit.



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## **Mass Energy and People's Power & Light Introduce *New England Wind*<sup>TM</sup>, Region's First 100% Wind Product**

Boston, MA – The Massachusetts Energy Consumers Alliance (Mass Energy) and People's Power and Light (PP&L), two non-profit energy organizations, recently announced the launch of *New England Wind*<sup>TM</sup>, a product which enables New Englanders to support the use of renewable energy in the region. *New England Wind*<sup>TM</sup> is the first renewable energy certificate product to be based on 100% wind power generated by wind turbines located in New England. A 660 kW wind turbine located in the Town of Hull, Massachusetts is the first generation source for the product.

*New England Wind*<sup>TM</sup> is a renewable energy "certificate" product, which means that it represents the environmental characteristics associated with the Hull wind turbine's electricity production, and not the electricity itself. Purchases of *New England Wind*<sup>TM</sup> signal consumers' support for clean, safe energy and help drive the development of additional renewable energy projects in the region. Because Hull's wind turbine generates clean, local, renewable wind power, it has very positive environmental and economic benefits, including avoided air emissions. For example, every 150 kilowatt hours of *New England Wind*<sup>TM</sup> avoids the emission of over 140 pounds of heat trapping carbon dioxide. When the Hull wind turbine produces electricity, it reduces the need for dirtier electricity generators to operate, thus creating a cleaner, healthier overall energy mix. *New England Wind*<sup>TM</sup> has received Green-e certification, meaning customers have an independent assurance that their purchase supports generation from new renewable resources that meet strict consumer and environmental protection standards.

Mass Energy and PP&L are currently selling *New England Wind*<sup>TM</sup> to non-profit organizations, municipalities and residents. Early purchasers include the Boston Public Health Commission, the City of Newton, Clean Water Action, and the Sierra Club. The Boston Public Health Commission's (BPHC) purchase of *New England Wind*<sup>TM</sup> shows their support for clean power as a vital public health measure. "The emissions from fossil-fuel based power production contribute to air pollution and global climate change— two major threats to public health," says Dr. John Rich, BPHC Medical Director.

*Mass Energy* is a Boston-based non-profit organization that has been working for over twenty years to make energy more affordable and environmentally sustainable. *Mass Energy* serves over 7,000 households throughout eastern and central Massachusetts with its discount heating oil program, in addition to offering a variety of green energy services. (For more information [www.massenergy.com](http://www.massenergy.com))

*People's Power & Light* is Rhode Island's non-profit energy organization, working to reduce the environmental and economic impacts of energy use through energy efficiency, renewable energy, and cooperative purchasing. (For more information [www.ripower.org](http://www.ripower.org)).

*Green-e* is a nationally recognized, voluntary certification program to help consumers identify superior renewable energy products, and the Program verifies that certified products meet consumer demand and marketing claims. More information is available at [www.green-e.org](http://www.green-e.org).

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