



Finalists Announced for DR and Smart Grid Communications Awards

(Washington; June 26, 2013) The Association for Demand Response and Smart Grid announced today the finalists for its “Griddie” Awards for Excellence in Communications. The Griddie winners will be chosen by attendees of the National Town Meeting on Demand Response and Smart Grid to be held on July 9-11 in Washington, DC.

The “Conversations” category consists of promotions or narratives illustrating best practices in stakeholder and (residential and C&I) customer engagement. Finalists are:

- [Acterra: Intercontinental San Francisco.](#)
- [Acterra: GreenBiz Cupertino](#)
- [Oncor: Biggest Energy Saver Contest Winners](#)
- [PowerCentsDC: Energy Literacy Workshop](#)

“Commercials” are TV or video spots that promote a utility or organization offering Smart Grid-enabled products and services to customers. Finalists are:

- [CenterPoint Energy: Control](#)
- [Comverge Energy Management](#)
- [Oncor: Save Power from 4 to 7 p.m.](#)
- [Pepco: Take Control of Your Energy Use](#)
- [Reliant Energy: The Party](#)

Finalists in the “Online Exchanges” category include interactive social media, web, tablet, or smart-phone apps that help family members or businesses choose relevant actions or programs to use energy more effectively. Finalists are:

- MORE -

- Ontario Independent Electricity System Operator: [Ontario Smart Grid Tool](#).
- [Georgia Power: Rate Advisor](#)
- [Oncor: Outage Reporting Portal](#)
- [Power Over Energy](#)

Voting in the Online Exchanges category is already underway at <http://tothept.com/2013-griddies>. Voting in the other categories will take place at the National Town Meeting and the Consumer Engagement Workshop that precedes it.

The finalists and all the entries may be viewed at <http://www.demandresponsesmartgrid.org/call-for-creative>. More information on the National Town Meeting can be found at www.smartgridtownmeeting.com.

About the National Town Meeting on Demand Response and Smart Grid

The 2013 National Town Meeting on Demand Response and Smart Grid will be held on July 9-11, in Washington, DC, at the Ronald Reagan Building and International Trade Center. More information on the 2013 National Town Meeting can be found at www.demandresponsetownmeeting.com.

About the Association for Demand Response & Smart Grid

The Association for Demand Response & Smart Grid (ADS) is nonprofit organization consisting of professionals, companies and organizations involved in demand response and smart grid. It provides services to educate and help policymakers and practitioners its members in the conduct of their work and in the attainment of their goals. ADS seeks to establish and grow a demand response “community” of policymakers, utilities, system operators, technology companies, consumers, and other stakeholders.

Group Members of ADS are Ameren, American Public Power Association (APPA), Arizona Public Service (APS), California ISO, Comverge, Con Edison, Conservation Services Group (CSG), Constellation, Corporate Systems Engineering, Dimplex, Duke Energy, Emerson Climate Technologies, ENBALA, Energate, EnerNOC, Freeman, Sullivan & Co, GE, ISO New England, Itron, Joule Assets, Landis & Gyr, MISO, National Grid, National Rural Electric Cooperative Association (NRECA), Navigant Energy Practice, Negawatt, NYSERDA, On-Ramp Wireless, Opower, Pacific Gas & Electric (PG&E), PECO, PJM Interconnection, Reliant, Rodan Energy Solutions, San Diego Gas & Electric (SDG&E), Siemens, Silver Spring, Southern California Edison (SCE), Southern Company, and Tennessee Valley Authority (TVA).

More information on ADS can be found at: www.demandresponsesmartgrid.org

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