



## **Submissions Now Accepted for Smart Grid Communications Awards**

(Washington, DC – April 8, 2013) The Association for Demand Response & Smart Grid (ADS) today announced its second annual “Call for Creative” in conjunction with the 10<sup>th</sup> Anniversary National Town Meeting on Demand Response and Smart Grid occurring from July 9-11, 2013 in Washington, DC.

Members of the DR and smart grid community have witnessed a dramatic shift in the importance of communications and engagement with consumers and stakeholders in recent years. ADS is once again offering the opportunity for companies and organizations to share with the rest of the DR & SG community what they have created or commissioned.

This “Call for Creative” is a chance for marketing and communications departments, nonprofit advocacy groups, technology companies, creative agencies, public relations firms, and independent producers to submit work that they have done or will be doing and have their efforts be recognized by fellow practitioners, stakeholders, and policymakers.

“As DR and smart grid have grown in recent years, parties have had to create innovative communications efforts to reach out to their customers,” said Dan Delurey, Executive Director of ADS. “We want to offer them the opportunity to show off their creative ideas and provide examples of what has worked.”

Guidelines for submission can be found on the ADS website ([www.demandresponsesmartgrid.org/call-for-creative](http://www.demandresponsesmartgrid.org/call-for-creative)). Submissions will be accepted through May 30, 2013 and featured on an interactive map on the ADS website for the next year. Finalists in each category will be shown at the upcoming National Town Meeting on Demand Response and Smart Grid (July 9-11, 2013 in Washington, DC). Winners will receive a National Town Meeting Award for Excellence in Communication (aka a “Griddie”).

The National Town Meeting’s “Call for Creative” project is being managed by To the Point.

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## **About the Association for Demand Response & Smart Grid**

The Association for Demand Response & Smart Grid (ADS) is a nonprofit organization, originally formed in 2004 as the Demand Response Coordinating Committee (DRCC). ADS is a 501 (c) 3 nonprofit organization consisting of professionals and organizations involved in demand response and smart grid. It provides services to help its members in the conduct of their work and in the attainment of their personal, corporate and governmental objectives. ADS seeks to establish and grow a demand response "community" of policymakers, utilities, system operators, technology companies, consumers, and other stakeholders.

ADS Group Members 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, 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, Salt River Project (SRP), San Diego Gas & Electric (SDG&E), Siemens, Silver Spring, Southern California Edison (SCE), Steffes, and Tennessee Valley Authority (TVA).

More information on ADS can be found at: [www.demandresponsesmartgrid.org](http://www.demandresponsesmartgrid.org)

## **About the National Town Meeting on Demand Response and Smart Grid**

The 2013 National Town Meeting on Demand Response and Smart Grid is the acknowledged place for those in the demand response and smart grid community to gather. Representatives from utilities, government entities, technology firms, and many other sectors within the community will gather to discuss both the present and future of DR and SG.

More information on the Town Meeting can be found at: [www.smartgridtownmeeting.com](http://www.smartgridtownmeeting.com)

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