



Finalists Announced for DR and Smart Grid Communications Awards

(Washington; May 9, 2014) 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 May 19-21 in Washington, DC.

The “Solutions Promo” category consists of video spots that promote a utility program offering or smart grid-enabled products and services to commercial, industrial, or residential customers. Finalists are:

- **Environmental Defense Fund:** [Clean Energy: Empowering Communities Now](#)
- **Nest:** [Meet the Nest Learning Thermostat](#)
- **Pacific Gas & Electric:** [Business Energy Checkup](#)
- **MP2 Energy:** [Automated Demand Response - Town](#)
- **CPS Energy:** [Mission Control](#)

“Infographics” are a new approach to visual storytelling that meshes well with the multi-dimensional nature of smart grid. Finalists are:

- **ThinkEco Inc.:** [2013 CoolNYC Program in Review](#)
- **Smart Grid Consumer Collaborative:** [Smart Grid: Where Power Is Going](#)
- **Oklahoma Gas & Electric:** [SmartHours Timeline](#)
- **Comverge:** [Why Is Residential Demand Response So Important?](#)
- **Baltimore Gas & Electric:** [PeakRewards Rewarding News Mailer](#)

The finalists, and all the entries, may be viewed at <http://www.demandresponsesmartgrid.org/call-for-creative>. Energy sector stakeholders are invited to vote in the Infographics category at <http://tothept.com/2014-griddies>. Voting in the Solutions Promo category will take place at the National Town Meeting.

About the National Town Meeting on Demand Response and Smart Grid

The 2014 National Town Meeting on Demand Response and Smart Grid will be held on May 19-21, in Washington, DC, at the Ronald Reagan Building and International Trade Center. More information on the 2014 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, C3 Energy, California ISO, Comverge, Conservation Services Group, Constellation, Consumers Energy, Dimplex, DTE Energy, Duke Energy, ENBALA, EnergyHub, EnerNOC, GE, ISO New England, Itron, Landis+Gyr, MISO, National Grid, National Rural Electric Cooperative Association, Navigant Energy Practice, Nest Labs, Nexant, NYSERDA, On-Ramp Wireless, OPower, Pacific Gas & Electric, PECO, PJM Interconnection, Reliant, Rodan Energy Solutions, Inc., San Diego Gas & Electric, Sensus, Siemens, Silver Spring Networks, Southern California Edison, Southern Company, Steffes Corporation, Tennessee Valley Authority, and Vermont Energy Investment Corporation.

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

CONTACT:

Dan Delurey
Association for Demand Response & Smart Grid
(202) 441-1420

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Association for Demand Response & Smart Grid
1101 17th St NW, Suite 610, Washington, DC 20036
www.demandresponsesmartgrid.org