



## Local Luminaries Offer Energy-Saving "Bright Solutions" at tep.com

TUCSON, Ariz., Jul 06, 2009 (BUSINESS WIRE) -- Elected officials, dignitaries and local celebrities are sharing their energy-saving ideas through video clips posted in the new Bright Solutions Forum on tep.com.

Tucson Mayor Bob Walkup recommends programmable thermostats, while U.S. Rep. Gabrielle Giffords touts the benefits of solar energy systems. Bishop Gerald Kicanas delivers a faith-based call for energy conservation. And local radio personalities deliver a number of entertaining and helpful tips, including a plea from the hosts of 93.7 KRQQ's "Johnjay and Rich" morning show to use "elbow grease" instead of electric toothbrushes.

TEP customers can join the conservation conversation by uploading homemade videos or posting written comments to the interactive forum. Those who have installed photovoltaic systems at their home or business can share their experiences and suggestions on a dedicated Solar Stories page.

A new marketing campaign promoting the site encourages visitors to meet the "Bright family." The fictional family - including Benjamin, Barbara, Becky and Otto - is featured this summer in TEP television commercials, online videos and print advertisements.

The forum provides links to other energy-saving features on tep.com, including the TEP Energy Advisor. After gathering details about a visitor's home or business, the TEP Energy Advisor provides customized estimates of the money that can be saved through certain improvements.

Several other easy-to-use tools are available. The Cooling Calc estimates how much will it cost to replace an old cooling system and how much can be saved with a new energy-efficient model. The Energy Phantoms Calculator helps you to identify how money is spent every month on appliances and other electronic goods that quietly use energy even when they're not in use.

TEP's "Bright Solutions" include energy-saving programs, renewable energy options and other environmentally friendly alternatives, as well as low-income assistance, community service and education programs.

TEP, a subsidiary of UniSource Energy Corporation (NYSE: UNS), provides safe, reliable power to more than 400,000 customers in southern Arizona. For more information about TEP, visit tep.com. For more information about UniSource Energy, visit uns.com.

SOURCE: Tucson Electric Power

Tucson Electric Power  
Art McDonald, 520-884-3628

Copyright Business Wire 2009