

ACCOUNT EXEC	Marcy Quintana
JOB NUMBER	EPE 1325 R60
JOB DESCRIPTION/TITLE	Power On – Smarter Kind of Energy.
DUE DATE	3/24/14 APPROVED
MEDIA	RADIO

DIRECTION	COPY
<p>(Music is slow to start but gradually picks up to an inspiring beat before mellowing out to the end.)</p>	<p><b>ANNOUNCER:</b></p> <p>A <i>smarter</i> kind of energy.</p> <p>At El Paso Electric, it's what we work for <i>every</i> day – so we can bring you cleaner, greener, and more <i>efficient</i> power!</p> <p>It takes a combination of efforts to provide <i>our</i> region with electricity - not just for today, but <i>well</i> into the future.</p> <p>That's why we're doubling our utility-scale solar output... by building sites like the Macho Springs Solar Facility near Deming – and the Newman Solar Project in Northeast El Paso... with an array larger than eighty football fields!</p> <p>They're part of our contribution to the environment – and help designate our community as a <i>national</i> leader in its use of renewable energy.</p> <p>And to keep our carbon footprint low, we're investing in new, clean burning natural gas technology – with state-of-the-art generators that perform well on hot summer days or cold winter nights.</p> <p>At El Paso Electric, we're all about a smarter energy mix, a stronger grid and a <i>better</i> quality of life for you!</p> <p>So go ahead, POWER ON.</p> <p>Learn about a smarter kind of energy at POWER ON E P E DOT com!</p>
<p>(Music stings to end.)</p>	