



## Media Advisory

For immediate release | **June 26, 2012**

**Media Hotline | 888.516.6397**

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### **Hot weather on way; TV ads urge consumers to conserve electricity** *Energy officials in LA area to warn of slim power supplies and tour control center*

ALHAMBRA, Calif. – The weather forecast for Southern California shows temperatures will be above average in July and August—driving demand for electricity as the largest power plant in the area, the San Onofre Nuclear Generating Station, is projected to stay closed this summer. A major effort to educate the media and public has top energy leaders in Alhambra on Wednesday, June 27 to push electricity conservation. Officials will also tour a new simulation training center where power grid heat wave drills are underway.

The California Independent System Operator Corporation (ISO), California Energy Commission (CEC) and Southern California Edison (SCE) are holding a news conference at the Southern California control center for the ISO grid. Media will be asked to partner on a major consumer awareness campaign aimed at helping “keep the lights on” this summer. To sign up for *Flex Alerts* and track grid updates go to [www.flexalert.org](http://www.flexalert.org) or [www.caiso.com](http://www.caiso.com).

#### **Visuals:**

- New *Flex Alerts* TV ads displayed on giant video wall in simulation room
- Real grid operations drill involving San Onofre nuclear plant shutdown
- Extreme weather and fire geospatial technology enlarged on screens

#### **Speakers:**

- ISO CEO Steve Berberich
- California Energy Commission Chair Robert Weisenmiller
- SCE Executive Vice President Lynda Ziegler
- *Flex Alert* campaign creator Walter McGuire

**Location:** Southern CA ISO Control Center  
1000 South Fremont Avenue, Alhambra, CA 91803

**Time/Date:** Wednesday, June 27, 2012 @ 10:45 a.m.

*Live shots will be permitted from the simulation control room at noon*

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**California ISO Media Hotline | 888.516.6397**

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The California ISO operates the state's wholesale transmission grid, providing open and non-discriminatory access supported by a competitive energy market and comprehensive planning efforts. Partnering with about a hundred client organizations, the nonprofit public benefit corporation is dedicated to the continual development and reliable operation of a modern grid that operates for the benefit of consumers. The ISO bulk power market allocates space on transmission lines, maintains operating reserves and matches supply with demand.