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**CONSERVATION CAMPAIGN**

May 26, 2003

**PARTICIPANTS**

- California Energy Commission
- California Independent System Operator
- California Power Authority
- California Public Utilities Commission
- Los Angeles Department of Water and Power
- Modesto Irrigation District
- Northern California Power Agency
- Pacific Gas and Electric
- Plumas-Sierra REC
- Roseville Electric
- Sacramento Municipal Utility District
- San Diego Gas and Electric
- Silicon Valley Power
- Southern California Edison

**Summer Conservation Kickoff Brings Power Industry Together**

*Flex Your Power Gives Muscle to “Shaving the Peak” As California Faces Forecast of a Warmer-than-Normal Summer*

**Story:** Consumers have the power to curb California’s summer peak appetite for electricity by watching their use of electricity this summer. If the latest weather predictions hold true for hotter than normal conditions, the state may see its share of sizzling summer afternoons.

“Every Kilowatt Counts—Keep Conserving California!” is the message the electricity industry wants the public to hear as they hold a Summer Conservation Kickoff to encourage consumers to continue the conservation habits they used during the energy crisis of 2000/2001.

**Background:** Although energy supplies appear adequate for this summer, conservation is still important. Utilities, investor-owned and municipal, as well as state energy agencies and the California Independent System Operator address energy challenges and stress how conservation can help. Learn more about the rebates that are available for energy efficient appliances at <http://www.consumerenergycenter.org/rebate>.

**Date/Time:** May 27, 2003 at 10:00 a.m.

**Location:** California ISO Control Center  
151 Blue Ravine Road, Folsom (see map)

**Speakers:**

S. David Freeman	Chairman, CA Power Authority
Terry Winter	President and CEO, California ISO
James Boyd	Commissioner, CA Energy Commission
Barbara Hale	Director of Strategic Planning, CA Public Utilities Commission
Representatives	Municipal and Investor-Owned Utilities

-ISO-

**News Conference**

**Call-In Access**

Date: Tues, May 27  
 Time: 10:00 a.m.  
 Phone: 877-381-5438  
 Passcode: ISO NEWS