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FOR IMMEDIATE RELEASE

March 19, 2014

City of Newark Announces Annual Earth Day Tree Raffle

Newark, DE (March 19, 2014) – Earth Day was founded in 1970 to demonstrate support for environmental protection. Demonstrate your support by entering to win a free, energy saving, shade tree for your home or business. Shade trees naturally provide a welcoming spot to cool down during hot summer days. When shade trees are properly located and planted they can reduce home and business energy costs by reducing the need for summer air conditioning. The savings associated with trees doesn't stop with summer. In the winter, trees lose their leaves which allows the sun to warm up homes and business; reducing heating needs and lowering heating costs.

The 2014 Earth Day Tree Raffle is part of the City of Newark's Earth Day Education campaign to further educate its citizens about energy efficiency and conservation. The City of Newark has provided a display at their city hall office for the public to learn more about this year's overall message: **Think Locally, Act Locally, and Buy Locally** to benefit health and quality of life while saving money.

Thinking Locally – Means asking ourselves to think about:

- The uniqueness of our community,
- How we sometimes waste our limited resources, and
- How to use resources more sustainably to retain the natural beauty of the local environment

Acting Locally – Means taking action to help ourselves and our community:

- Save money on electricity costs through simple low and no cost energy efficiency measures,
- Better understand how energy efficiency and conservation help reduce local carbon emissions, and
- Take direct personal action by entering a raffle to win a tree that not only absorbs carbon but also reduces summer cooling costs through free shading

Buying Locally – Means we should seek local resources first because:

- Imported food typically travels farther and requires more fuel to get from field to plate,
- Local trips can sometimes be handled on foot or bike which reduces vehicle miles traveled and saves energy, and
- Reducing the amount of congestion on the roads can improve local air quality

To learn more about how to save energy, visit the Delaware Municipal Electric Corporation (DEMEC) website www.demecinc.net

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DEMEC was formed in 1979 as a public corporation constituted as a Joint Action Agency and a wholesale electric utility. DEMEC represents and serves the nine municipal electric distribution utilities located in the State of Delaware.

Members of DEMEC are the cities and towns of Clayton, Dover, Lewes, Middletown, Milford, New Castle, Newark, Seaford and Smyrna. Collectively, they serve over 100,000 residents and businesses in their respective communities. In total DEMEC's Members have a peak load over 450 Megawatts. DEMEC is a generation owner and the PJM Load Serving Entity ("LSE") for eight of these municipal utilities (except Dover) and provides 100% of their wholesale power supply requirements.



Earth Day

 April 22

NEWARK SPONSORS 2ND ANNUAL EARTH DAY TREE RAFFLE

Contest at City Hall
 Earth Day was founded in 1970 to demonstrate support for environmental protection.
 Demonstrate your support by entering to win a tree, energy saving, shade tree for your home.

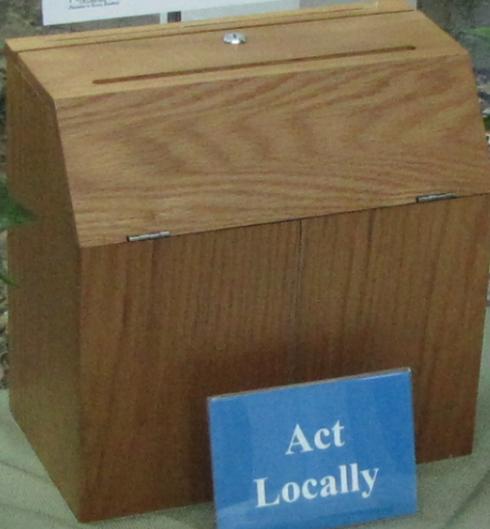
ENTER TODAY to win a free shade tree for your home!

Shade trees block the sun in the summer to keep you and your home cooler and save money.

They also lose their leaves in the winter to allow the sun to be warmer for you.

Do your part to act, think, and buy locally!

PLEASE USE ALL CONTEST RULES
 List at your local city hall to receive



Think Locally

Act Locally

Buy Locally

Earth Day
 Celebrate & Support your Support of our Earth and its Environment



DEMEC
 Division of Environmental Management
 City of Newark

Contest Rules

Eligibility

- Contest is open to Newark electric customers. Winner will be a residential electric customer from the local municipality.
- To enter the raffle, complete a Raffle Entry Form and place it in the raffle box (limit 1 per household).
- By entering, you agree to give permission to have your name and picture in news announcements if you win the contest.

Award Details

- Winner will be notified April 22 after the raffle drawing.
- Winner must come to City/County Hall within 10 business day days of notification of winning to receive their certificate and have their picture taken.
- Winner must bring their notification and identification to the local office to obtain their tree.
- Winner must acquire their tree within 7 days of receiving their certificate.
- Trees not acquired within 7 days will be donated to a local winner.
- Trees must be planted at the designated electric customer's home/business.
- Winner is responsible for proper tree siting, planting, and upkeep.

