

FOR IMMEDIATE RELEASE
April 30, 2015

City of Newark Announces Winner of 2015 Earth Day Tree Raffle

Newark, DE (April 30, 2015) - The City of Newark and Delaware Municipal Electric Corporation (DEMEC) congratulate Gene Lara for winning the 3rd Annual City of Newark 2015 Earth Day Tree Raffle!

The City of Newark again celebrated Earth Day by raffling a shade tree to promote their cost savings benefits. Not only do shade trees naturally provide a welcoming spot for one to sit and cool down during hot summer days, but when properly located and planted they can reduce home and business energy costs by reducing the need for summer air conditioning. The energy savings associated with trees doesn't stop with summer. In the winter, trees lose their leaves, allowing the sun to warm up buildings; reducing heating needs and lowering heating costs. The 2015 Earth Day Tree Raffle is part of the City of Newark's Earth Day Education campaign to teach its citizens more about energy efficiency and conservation. The City of Newark provided a display at the Newark Municipal Building 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.



Our winner, Mr. Gene Lara, is presented with a tree by Mayor Polly Sierer

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



OFFICIAL PRESS RELEASE

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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 126,000 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.

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