

PPL Electric Utilities sponsors ‘Change a Little, Save a Lot’ video contest

Company challenges customers to submit video tips on energy efficiency

Move over Spielberg. Step aside Hollywood. PPL Electric Utilities has a new director in mind, and it could be you.

The company on Wednesday (11/4) announced a video contest, challenging its customers to share their best energy efficiency video tips for a chance to win a grand-prize worth \$5,000.

The company’s “Change a Little, Save a Lot” contest runs until Jan. 15.

“For years, we’ve been sharing tips with customers on how to save energy and money,” said Tom Stathos, director of Customer Strategy for PPL Electric Utilities. “Now we want to hear from them. This is about tapping their creativity, having fun and spreading the word about ways we can all help control electricity costs and protect the environment.”

Participants need not be the next Ron Howard to participate. A dash of creativity, sincerity and good sense is all it takes, Stathos said.

The grand-prize winner will receive a \$5,000 Sears gift card toward the purchase of ENERGY STAR products and appliances. The top five videos will win prizes.

In addition, the first 50 customers who enter will receive an energy-efficient power strip that automatically powers down appliances under certain conditions to save energy and money. A total of more than \$15,000 in prizes and giveaways is up for grabs.

Winners will be announced in late January, and the winning videos will be featured on the company’s [Video Center](#) at www.pplelectric.com. The Video Center currently displays some of the company’s favorite YouTube videos about energy efficiency.

Customers must be at least 18 years old to enter. Videos must be between 30 seconds and three minutes long. Complete contest details are available at www.pplelectric.com/videocontest.

“Opportunities abound at home, work and elsewhere to save,” Stathos said. “It could be switching to compact fluorescent lights, weatherizing your home, buying energy-efficient appliances, or simply turning off the lights, computers and TVs when not in use.

“Every little bit counts, and every kilowatt saved makes a difference in more ways than one,” he said. “Encouraging customers to use energy wisely and helping them with information and tools to control costs is what our e-power campaign is all about.”

In addition to sponsoring the video contest, Stathos said, the company is poised to begin rolling out more than a dozen new energy efficiency programs aimed at helping customers save. Those programs will provide opportunities for every type of customer and include everything from rebates for energy-efficient equipment to discounts on compact fluorescent lighting, expanded home weatherization services and much more.

He said the company will share more information on the new options in the coming months as it rolls out programs approved by the Pennsylvania Public Utility Commission last month.

PPL Electric Utilities, a subsidiary of PPL Corporation (NYSE: PPL), provides electric delivery service to 1.4 million customers in 29 counties of eastern and central Pennsylvania and has consistently ranked among the best companies for customer service in the United States. More information is available at www.pplelectric.com.

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