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Consumers Energy to Visit Iowa Legislators

Marshalltown, IA 50158 (March 23, 2009) Consumers Energy of Marshalltown will travel to the State Capitol in Des Moines on Tuesday, March 24, to showcase the cooperative's Sensible Energy Road Show and Plug-in Hybrid Electric Vehicle(PHEV). This is an annual event for Consumers Energy but a first time utilizing outdoor displays, such as the "Road Show," a customized 24-foot. trailer outfitted with energy efficiency displays, and a 2008 Toyota Prius that has been converted to an electric plug-in vehicle.

"We must educate legislators about what we do each and every day to help people use energy more wisely. With greater knowledge of our industry, legislators can make informed decisions regarding energy and the environment and understand the affects of their decisions on the pocketbooks of society. Electricity needs to remain safe, affordable and reliable. Our elected officials must balance climate change goals and costs to the end user," states Deb Borton, Public Relations Manager at Consumers Energy.

In 2008, over 2,000 people toured the Sensible Energy Road Show at area events, such as fairs, parades, service club and school presentations. "We took a "sensible" approach to energy efficiency to encourage people that doing even the simplest thing like caulking leaky windows/doors can make a difference in their energy bill," said Borton. The latter part of 2008 Consumers Energy went beyond energy efficiency and purchased 2008 Toyota Prius hybrid vehicle. We then had the electric power pack retrofitted from the on-board rechargeable system that is commonplace in hybrids to a plug-in version that can travel up to 35 miles per hour. At speeds above 35 m.p.h the cars runs on gasoline.

Consumers Energy will be joined by other Iowa cooperatives on Tuesday, all advocating for Iowa's rural electric cooperatives. During the afternoon cooperative representatives will visit with elected officials and provide them with a cooperative perspective on issues that are important to cooperatives and ultimately each co-op's members.

Consumers Energy is a local, member-owned energy solutions cooperative specializing in energy delivery and energy management. The cooperative serves over 5,000 members and customers throughout six counties in Central Iowa: Marshall, Story, Jasper, Polk, Tama and Hardin.