



Energy Outreach Colorado

*Together we generate the power to help.*

## Media Advisory

**Contact Information:** Peggy Hofstra  
Energy Outreach Colorado  
(303) 825-8750, x.224  
[PHofstra@EnergyOutreach.org](mailto:PHofstra@EnergyOutreach.org)

Kathleen Eccleston  
Director Public & Industry Affairs, IPAMS  
(303) 623-0987  
[keccleston@ipams.org](mailto:keccleston@ipams.org)

### FOR IMMEDIATE RELEASE

January 13, 2006

### Interview Opportunities re: The Energy Hog at the National Western Stock Show

DENVER – The Independent Petroleum Association of the Mountain States (IPAMS) and Energy Outreach Colorado are partnering to provide media and visitors at the 100<sup>th</sup> Annual National Western Stock Show with information about energy conservation, efficiency and strategies to lower energy costs.

**Who:** The Energy Hog will be available at the booth on Monday, January 16, 2006 from 11:00 a.m. – 1:00 p.m. along with Shelly Wallace, Director Long-Term Energy Solutions, Energy Outreach Colorado (EOC) and Marc Smith. Also available will be John Harpole, president, Mercator Energy LLC. He serves on the boards of both IPAMS and EOC.

**What:** Interview opportunities for TV, radio and print media to stop by the booth at the National Western Stock Show and do interviews with Energy Outreach Colorado staff and interact with the Energy Hog. The Energy Hog puts an exciting face on the invisible concept of wasting energy, taking a topic of low interest and making it fun for children, while empowering them to take the lead at home in inspiring their parents to make wise energy choices.

**When:** Monday, January 16, 2006 from 11:00 a.m. – 1:00 p.m.

**Where:** National Western Stock Show Complex  
Booth #1959-61 in the Stadium Hall/Hall of Education

**Why:** The cost of natural gas is expected to increase by up to 40 percent in Colorado this winter, and thousands of low-income families with children and seniors on fixed incomes will need help paying their heating bills. Energy costs have tripled in the past three years, greatly impacting the need for energy assistance in the state. The Energy Hog campaign strives to decelerate these trends by raising public awareness about the benefits of saving energy at home. By practicing simple conservation measures, families can build strong energy habits, reduce energy bills, and help their communities reduce energy-related pollution.

- More -



*Pictured above from left to right: Marc Smith (IPAMS), The Energy Hog (EOC), John Harpole (Mercator Energy LLCy) and Shelly Wallace (EOC).*

### **About IPAMS**

IPAMS is a non-profit trade association representing more than 400 independent oil and gas producers, service and supply companies, banking and financial institutions and industry consultants in the Intermountain West. IPAMS was founded in 1974. More information is available at [www.ipams.org](http://www.ipams.org).

### **About Energy Outreach Colorado**

Energy Outreach Colorado (EOC) is the only non-profit organization in the state that raises money to help low-income Coloradans afford home energy. Its programs include energy bill payment assistance, energy efficiency upgrades for affordable housing and energy efficiency education. Since its inception in 1989, Energy Outreach has distributed more than \$60 million to fund these programs. In May 2005, Energy Outreach assisted with the passage of innovative legislation to create a voluntary energy assistance program through Colorado utility customer contributions. Energy Outreach Colorado is an independent, nonprofit organization that relies on private donations, corporate contributions and foundation grants. To make a tax-deductible donation to Energy Outreach Colorado, call toll-free 1-866-HEAT-HELP or go to [www.EnergyOutreach.org](http://www.EnergyOutreach.org).

###