



**For Immediate Release**

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**For more information, contact:**

Marci Grossman, 480-502.8100

[marci.grossman@greenmountain.com](mailto:marci.grossman@greenmountain.com)

**Commit to Earth Day Action and  
Green Mountain Energy Company will Plant a Tree**  
*Company launches first “My Earth Day Action” campaign to encourage  
people to make a difference*

AUSTIN, Texas -- Green Mountain Energy Company is encouraging people to take action and make an even greater difference this Earth Day. Today, Texas’ only electricity provider dedicated to cleaner energy launched the first “*My Earth Day Action*” campaign.

In honor of Earth Day 2009, Green Mountain is encouraging participants to take action to help the environment by making a personal resolution. For each action chosen through [www.MyEarthDayAction.com](http://www.MyEarthDayAction.com), Green Mountain will plant a tree --up to a total of 5,000 – in a forest restoration project in Florida. Green Mountain’s carbon offset division, BeGreen, has partnered with the Arbor Day Foundation to support the tree plantings.

“At Green Mountain, every day is Earth Day because our company was founded with a mission that’s centered on helping to protect the environment,” said Gillan Taddune, chief environmental officer, Green Mountain Energy Company. “We are committed to helping others learn how they, too, can easily live Earth Day every day and make an even greater difference. This campaign is about all of the little steps each one of us can take as individuals that can, collectively, add up to a big impact for the environment.”

The *My Earth Day Action* campaign **begins today, Earth Day, April 22, 2009**. Participants can make a resolution anytime between April 22 and the end of 2009, with up to 5,000 resolutions submitted being recognized with a tree planting.

**My Earth Day Action Campaign:**

Participants choose an Earth Day action that they feel they can accomplish in 2009 from the list of options provided on [www.MyEarthDayAction.com](http://www.MyEarthDayAction.com). The actions are categorized by areas of a person’s life: *Home, Office, Community, and Transportation*. Each resolution also offers online resources which can help participants achieve their goals; in addition, participants will be provided with a certificate acknowledging their commitment to the environment.

(more)

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### **Earth Day Actions**

Below are some suggested resolutions that Green Mountain is offering. For additional details/explanations about the resolutions, please visit [www.MyEarthDayAction.com](http://www.MyEarthDayAction.com).

#### Resolutions for the Home:

- Support renewable energy
- Change a light bulb
- Plant an organic vegetable garden
- Reduce junk mail
- Plant a tree

#### Resolutions for the Office:

- Set up an office recycling center
- Turn electronic devices off
- Green up your lunch
- Change your search engine to [www.ecosearch.com](http://www.ecosearch.com)
- Reduce paper waste

#### Resolutions for your Community:

- Plant trees in public spaces
- Give the [Gift of Green](#)® from [BeGreen](#)
- Help youth help the earth
- Clean up your community
- Volunteer for a greener world through a local environmental organization

#### Resolutions for Transportation:

- Maintain your vehicle
- Carpool or use public transportation
- Limit air travel
- Combine errands
- Walk or ride a bike more often

### **About Earth Day**

Wednesday, April 22 is the 39<sup>th</sup> annual Earth Day. The environmental celebration began in 1970 as an annual day to recognize the wonders and beauty of our planet.

### **About Green Mountain Energy Company**

*Green Mountain, the nation's leading provider of cleaner energy and carbon offset solutions, was founded in 1997 "to change the way power is made." The company is the longest serving green power marketer in the U.S. and was ranked the highest in residential customer satisfaction with retail electric service in Texas by J.D. Power and Associates<sup>1</sup> Green Mountain offers consumers and businesses the choice of cleaner electricity products from renewable sources such as wind and water and carbon offset products through its BeGreen division ([BeGreenNow.com](http://BeGreenNow.com)). Green Mountain customers have collectively helped avoid over 4.9 million tons of CO<sub>2</sub> emissions. For more information, visit [GreenMountain.com](http://GreenMountain.com).*

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<sup>1</sup>Green Mountain Energy Company received the highest numerical score among residential electric service providers in Texas in the proprietary J.D. Power and Associates 2008 Texas Residential Retail Electric Service Satisfaction Study<sup>SM</sup>. Study based on responses from 2,572 consumers measuring 8 providers and measures opinions of consumers with their electric service provider. Proprietary study results are based on experiences and perceptions of consumers surveyed in June 2008. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).