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Who says energy efficiency can't be fun?

TID high school video contest winners tout energy conservation via classic TV and CFLs

TURLOCK – If you take a rerun of “Leave it to Beaver” and cross it with an energy efficiency awareness campaign, your end result will look like the first place video submitted by Pitman High School as part of TID’s ‘Take Action’ Energy Efficiency Video Contest.

The video titled, “Environmental PSA” was one of seven videos submitted to the District as part of the inaugural contest. In November 2012, TID began encouraging high schools in its electric service area to compete in the video contest and create short videos promoting the use of compact fluorescent lamps (CFLs), shade trees or energy efficient refrigerators.

Pitman High teacher Andy Walker and team representatives were on hand at Tuesday’s TID Board of Directors meeting to be honored for their creative efforts to bring energy efficiency awareness to TID customers. Pitman students Karandip Basra, Barbara Beasley, Andrew Cheeman, Luke Gonzales, Chris Hernandez and Ashlyn Inman produced the first place video. For their efforts, the winning team members split a lump sum of \$1,000 and Pitman High is awarded \$3,000.

The purpose of the contest was to get high school students and their schools involved in energy efficiency and raise awareness about how energy efficiency can reduce costs, all while incorporating some creative fun.

“It’s important to be fiscally and environmentally responsible, and this video created a way to encourage that message to a younger generation,” said Walker, who oversaw Pitman’s efforts for the project. “These students did an outstanding job. We were not sure what we would get, but the creative results were great.”

Videos were judged by a five-member panel according to criteria that included an entry’s accuracy of information, creativity, use of humor, and use of videography. The top three videos are featured on TID’s website at tid.org/news-resources/videos and also on TID’s [YouTube channel](#). Additionally, TID now looks to package the winning video to be shown in movie theatres this summer to further bring energy efficiency awareness to customers.

Hilmar High School placed second in the contest with a video about energy efficient refrigerators, and another Pitman High team video about CFLs earned third place. The District

expects to roll out the video contest to high schools again next fall, with the hope of doubling the number of entries.

For a list of some of the useful energy efficiency tips featured in all of the entries, visit TID's [energy conservation tips](#) page online.

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About the Turlock Irrigation District (TID)

The Turlock Irrigation District, located in Turlock CA, is the first publicly owned Irrigation District and is one of only four today that provides irrigation water and power to residential, commercial, industrial and agricultural customers within its service area. TID has been in the retail electric business since 1923. TID provides safe, low-cost, reliable energy to a growing customer base that today exceeds 98,000 home, farm, business, industrial and municipal accounts. TID also serves 5,800 irrigation customers covering approximately 150,000 acres of farmland. For more information about TID visit www.tid.com and follow [@TurlockID](https://twitter.com/TurlockID) on Twitter.