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**FOR IMMEDIATE RELEASE**

## **ENERGY COALITION ANNOUNCES NEW EXECUTIVE DIRECTOR**

IRVINE, CA -- (March 11, 2008) – The Energy Coalition ("Coalition") is pleased to announce the appointment of Craig Perkins as Executive Director. Perkins joins the Coalition after more than 25 years of service with the City of Santa Monica, where he was the Director of Environmental and Public Works Management. With his guidance, Santa Monica became one of the most environmentally progressive cities in California.

Perkins will be taking over the position from John Phillips who served for 27 years as Executive Director and will continue as Chairman of the Board of Directors for the Energy Coalition. Phillips founded the Coalition in 1981 and has led the organization in developing widely successful initiatives to help utilities and cities reduce their energy demand. Under Phillips' direction, the Coalition has focused on the development of energy efficiency, demand response, and educational programs which in turn link cities, communities, businesses, and their serving utilities together in creative partnerships. As Phillips turns over the day-to-day operations of the Coalition to Perkins, he is enthusiastic about the Coalition's future.

"It is with great pleasure that I hand over the reins to Craig. His environmental and energy background relative to community needs will address the Coalition's continued growth while we work with utilities, cities, and communities on California's energy future," Phillips said.

Perkins will assume his new position in March and will lead the Coalition in strengthening its principal mission to educate end users on energy management and establish energy efficiency and demand response programs throughout California. Perkins will oversee and direct Coalition programs such as the Community Energy Partnership, the Business Energy Coalition, and PEAK Student Energy Actions. He will also direct the Coalition's active support for public policy and demonstration initiatives that will assist California in meeting its energy and greenhouse gas reduction goals.

As Santa Monica's Director of Environmental and Public Works Management, Perkins created the City's Environmental Programs Division and the Sustainable City Plan, which sets aggressive goals and targets for water and energy efficiency, waste recycling, alternative fuel use, ocean protection, greenhouse gas reductions, green buildings, and enforcement of comprehensive environmental protection laws which have made Santa Monica a leader in sustainability and environmental stewardship. Under his leadership, Santa Monica was named one of the five most sustainable cities in the country.

"The Energy Coalition is an organization with an outstanding record of success and a very ambitious work plan for the future. I am excited to be leading the Coalition's efforts to develop ground-breaking partnerships with cities and their serving utilities, as reducing energy use and cutting greenhouse gases are two of the most important policy challenges that we face," Perkins said.

Perkins has a bachelor's degree in sociology from UC Berkley, a master's degree in Latin American Studies from UCLA, and a master's degree in public administration from California State University Dominguez Hills.

The Energy Coalition is a non-profit 501(c) 3 corporation started in 1981. The Energy Coalition assists local city government, community businesses, and residents to practice smart energy management for a healthy energy future.

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