



*Enhancing lives by promoting safe and efficient use of electricity*

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### **Energy Education Council receives prestigious international awards**

*Clarion and Telly Awards honor Safe Electricity program campaigns*

(SPRINGFIELD, Ill.) – Teaching the importance of electrical safety by telling the stories of real people impacted by tragedy is at the heart of the multi-year “Teach Learn Care TLC” campaign. The two most recent chapters in Safe Electricity’s TLC campaign are being honored for the communication excellence. Safe Electricity is a program of the non-profit Energy Education Council (EEC) and the program’s public service campaigns have received the highly acclaimed Clarion and Telly awards.

The Clarion Award is sponsored by the Association for Women in Communications, and was presented to the Council for its 2009 TLC radio public service announcements, focused on the electrical injuries suffered by Shawn Miller. Shawn lost part of his arm and required more than 30 surgeries to repair his burns after Christmas lights he was placing in a tree came in contact with an overhead power line.

The Council also received two coveted Telly awards for the 2010 TLC campaign that features two teens who survived an auto accident involving power lines because they knew the right actions to stay safe. Judges awarded two bronze Telly’s for a television public service message featuring the teens, as well as for an educational video developed for students in drivers’ education.

The Clarion Awards honor excellence in more than 100 categories across all communications disciplines, including advertising & marketing, audiovisual productions, books & CDs, brochures, custom & special publications, education, fund development, magazines, major news events, newsletters, newspapers, online media, photography, graphics & design communications, public relations, radio, and television.

The award sponsor congratulated the Council and said, “Winning a Clarion is a great honor and achievement. The 2010 competition attracted entries from all over the world and your entry was chosen as the

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top of its field.” Other winners included WGBH television, Newsweek, Harper’s Bazaar, the Wall Street Journal, HBO, and Sports Illustrated.

The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. Other recipients in the 2010 Telly awards program included CBS, Disney, Cisco Systems, Coca-Cola, and the Philadelphia 76ers.

“We are honored to be among some of the biggest names in the broadcast, publishing, and public relations world,” said Molly Hall, Council Executive Director. “Consumers who see our campaign videos and materials are as moved as we’ve been by these very personal stories with people who’ve survived serious accidents as well as family members of those tragically killed. For us, the production of these materials has reflected our personal commitment to sensitivity as well as education, and it’s gratifying to have these prestigious programs affirm our care and dedication in sharing these stories to help others avoid accidents.

To see all of the Teach Learn Care videos visit [www.SafeElectricity.org](http://www.SafeElectricity.org). Safe Electricity is a program of the Energy Education Council, a non-profit organization dedicated to promoting electrical safety and energy efficiency, and supported by a coalition of hundreds of organizations, including electric utilities, educators and other entities committed to promoting safe use of electricity.

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