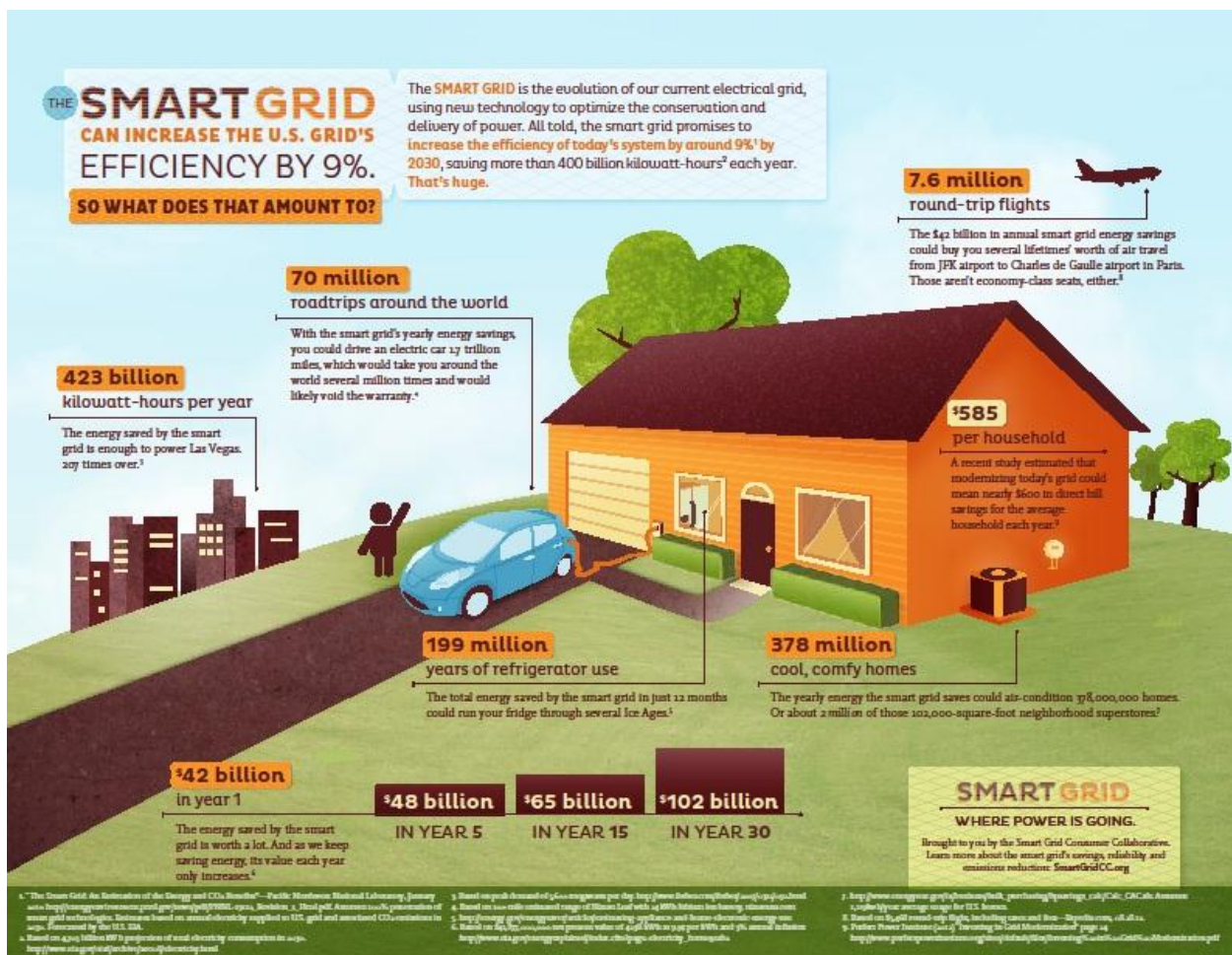




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**These savings have been brought to you by the smart grid**  
*SGCC visual aimed at enhancing consumer understanding, is first in a series of smart grid branding efforts*

**ATLANTA – Nov. 14, 2012** – Why should an everyday homeowner care that the smart grid can increase the U.S. electric grid’s efficiency by 9 percent? And what does that amount to in terms of energy and monetary savings? A new [infographic](#) released today by the Smart Grid Consumer Collaborative (SGCC) aims to highlight visually those savings and what they actually mean to consumers.



“Using this visual, consumers can understand how a smart grid saves money and energy in one’s everyday life,” said Patty Durand, SGCC’s Executive Director. “We ask utilities, educators and those speaking to community groups to take full advantage of this resource to help explain the benefits of a smarter grid. So please Tweet it, e-mail it, Facebook it --- spread the word,” she said.

The infographic was developed as one of the first pieces of an overall smart grid consumer branding effort being spearheaded in the next year by the SGCC’s Education Committee.

The effort aims to connect the consumer with the smart grid, by explaining it simply and driving home the many benefits of smart grid technology, including: cost savings, energy efficiency, improved outage detection and resolution, and environmental benefits, among others.

“By highlighting the conveniences and benefits the smart grid can bring to consumers, the SGCC and its members can help consumers understand the smart grid just as they understand other, consumer-friendly, ‘smart’ technologies they wouldn’t consider living without – such as a smart phone, computer or television.”

Durand also noted that the effort’s logo and tagline, “Smart Grid: Where Power is Going,” will begin to appear on a variety of materials produced by the SGCC and its education committee within the next several months.

The full graphic and reference guide are downloadable for free by visiting [www.smartgridcc.org](http://www.smartgridcc.org). Or, share this graphic now via:



#### **About the Smart Grid Consumer Collaborative**

The Smart Grid Consumer Collaborative (SGCC) is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly and consumer-safe smart grid. Learn more at [www.smartgridcc.org](http://www.smartgridcc.org).