



**Public Power Week is coming — Oct 2–8.** Join 2,000 utilities across the country in telling your communities about the benefits of public power.

You'll find many tools, tips, and templates from the American Public Power Association at [www.PublicPower.org/PublicPowerWeek](http://www.PublicPower.org/PublicPowerWeek). Simply use your APPA member login to download and use these resources. We have template fact sheets and press releases; Facebook, Twitter, and Instagram images; Snapchat filters; infographics; bill stuffers; and videos.

If you haven't made plans, it's not too late. Here are a few simple things you can do now:

1. Take photos at community landmarks, with your customers, staff, and city officials. Post your photos to Facebook, Twitter, and Instagram with [#PublicPowerWeek](https://twitter.com/PublicPowerWeek) and [@PublicPowerOrg](https://twitter.com/PublicPowerOrg).
2. Send a press release (see our [sample](#)) to your local newspaper, TV, and radio stations and offer up your executives for interviews or to answer people's questions about their electricity.
3. Educate your customers about the importance of public power by sharing [this video](#).
4. Engage your audiences by sending out a fun and informational [bill stuffer](#).

Want more ideas for community events? [Read this article](#) to see what other utilities like yours did last year.

Good luck and happy Public Power Week. If you have questions or want more information, email us at [PublicPowerWeek@PublicPower.org](mailto:PublicPowerWeek@PublicPower.org).

Tell us how you celebrate. Email your pictures and reports to us at [PublicPowerWeek@PublicPower.org](mailto:PublicPowerWeek@PublicPower.org).

Best Wishes,

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