

FOR IMMEDIATE RELEASE

Contact:

Freeholder H. James Polos

Chair, Public Works and Transportation Committee

732-249-2611

Students Recognized for Videos Encouraging Renewable Power Sources

MARCH 19, 2010 – Students from three area high schools were recognized last night as winners of Middlesex County’s first ever CleanPower Choice video PSA contest, which produced 30-second videos encouraging viewers to choose renewable energy sources to power their homes and businesses.

Students from Middlesex High School took first place and received \$500. The team from Colonia High School (Woodbridge) placed second and will receive \$250. Perth Amboy High School students took third place and received \$100. A team from Middlesex County Vocational-Technical High School, Piscataway, also participated. The Middlesex County Board of Chosen Freeholders recognized the students at its regular meeting March 18.

“I applaud these students for talking on this challenge and delivering so effectively the message that the choices we make as individuals can make a difference in the environment and for the future,” said Freeholder H. James Polos, chair of the County’s Public Works and Transportation Committee, and who has spearheaded many of the County’s energy-efficient and environmentally friendly policies and programs.

“I love contests like these where we can tap into our students’ creative talents and technical know how to produce a helpful tool in our efforts to get our residents to think “green,” said Polos, who expects the contest to grow in the coming years.

“It’s an honor for us to be recognized in this way,” said Middlesex High School teacher Michael Quirk. “I’m very proud of my students. This is a wonderful program, not only for its positive environmental impact, but also because it gives students studying media and production an opportunity to use the skills they learned in class in a real-world situation.”

The contest was funded through the New Jersey Board of Public Utilities’ “New Jersey Clean Energy and Outreach Grant Program.”

This grant program is part of the BPU’s CleanPower Choice Program, a voluntary program launched in the fall of 2005, which offers electricity customers a renewable energy option directly on their utility bill, meaning they can choose a renewable energy supplier and product for a small price increase over standard service.

This makes clean energy an option for all homeowners and businesses without having to sacrifice the reliability and familiarity of their utility and without having to make a long-term investment in on-site generation.

The video PSA contest will help market this program.

The State Theatre in New Brunswick partnered with the County in the PSA contest, serving as fiscal agent for the grant and assisting the teens in producing the spots through its nationally recognized arts education program.