



# It's only natural to want to make a difference.

*Now you can, with our Renewable Energy Program.*

## Where does our renewable energy come from?

Through our membership in WPPI, a regional power company serving Wisconsin, Upper Michigan and Iowa, we are one of 48 customer-owned electric utilities to share generation resources. WPPI gives us access to energy from the following renewable resources:

**Wind.** Wind energy, the fastest growing source of renewable energy, comes from wind turbines and is 100 percent emission-free.

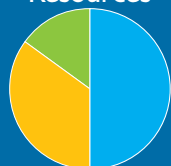


**Hydropower.** Energy is produced from flowing water, at power plants that have a lower impact on the environment than facilities burning fossil fuels.

**Biogas.** Landfill gas is converted into electricity, significantly reducing methane (a greenhouse gas) and lessening air pollution.

For descriptions of renewable energy generation owned or purchased by WPPI and its members, please visit [www.wppisys.org/programs\\_services](http://www.wppisys.org/programs_services).

### Our Renewable Resources



■ Biogas 50%  
■ Wind 35%  
■ Hydro 15%

Projected average annual generation in 2007. Actual figures may vary.

## More people are choosing clean, green energy than ever before.

Renewable energy supporters in WPPI-member communities like ours have already had a large, positive impact on the environment. Together, these electric utility customers have reduced carbon dioxide emissions the same amount as not driving 5,927 cars for one year. It would have taken more than 24,900 tons of coal (a finite resource) to produce the same amount of electricity. With your help, we can do even more to make a difference.

## The energy decisions you make today can support a cleaner environment tomorrow.

Best of all, it can be easy and affordable to get started — simply invest a few dollars every month in our Renewable Energy Program. By supporting renewable energy, you can help ensure a good quality of life for your family and your community for generations to come.

### Why renewable energy?

**It's clean.** The more energy we use from renewable resources, the less we will need to rely on fossil-fuel based energy. We can reduce carbon dioxide emissions — which contribute to global warming — and keep the air that we breathe cleaner.

**It's secure.** Renewable energy is in use all over the country and has proven reliable. And because it's produced from resources that are available here at home, renewable energy can reduce our dependence on foreign oil.

**It's sustainable.** Renewable energy sources such as wind, water and biogas can never be depleted. That's simply not true of conventional generation sources such as coal, oil and natural gas. If we want to ensure an unlimited supply of energy resources for future generations, renewable energy is the way to go.

**Why just wish for a clean energy future, when you can help make it happen?**



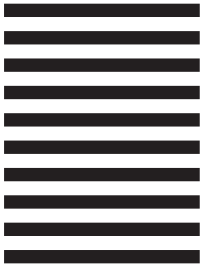


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## Make a difference, beginning today!

Our Renewable Energy Program makes investing in renewable energy easy and affordable. Simply sign up for the number of blocks of renewable energy you wish to purchase. There's no special equipment to install and no difference in the way you receive or use energy at home.

You pay just \$3.00 additional per month for each block of renewable energy, the equivalent of 150 kilowatt-hours (kWh). For example, if you sign up for three blocks, an additional renewable charge of \$9.00 will appear on your monthly bill. You can change your participation level or withdraw from the program at any time.

Participation is optional; buy as much or as little as you'd like.

How much difference can even a modest purchase make? A lot! Purchasing just two blocks of renewable energy per month, for an entire year, is like offsetting 50 percent of your car's emissions.

To get started, simply complete the response form below. Fold this sheet into thirds and mail it, postage-paid, or insert the form with your next bill payment.



### Yes, I'd like to leave a legacy of cleaner air and sustainable energy resources for future generations.

Please sign me up for the Renewable Energy Program at the monthly level I've selected. I understand that I can change my participation level or cancel at any time. Every block of renewable energy I invest in is equivalent to not driving a car for three months.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Account Number (see your electric bill)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Phone

This is the amount of renewable energy I'd like to purchase each month:

- 1 block (150 kWh) at \$3.00
- 2 blocks (300 kWh) at \$6.00
- 3 blocks (450 kWh) at \$9.00
- 4 blocks (600 kWh) at \$12.00
- \_\_\_\_\_ blocks at \$3.00 each

Your purchase will appear as an additional charge on your monthly utility bill.

If you are already a participant in our Renewable Energy Program, thank you! Please consider increasing your level of participation, or passing this information on to a neighbor whose home or business is served by our utility.

Enclose this form with your bill payment, or fold the mailer into thirds, tape shut and mail postage-paid.