***[Insert Organization Release Header]***

***Media Contacts:***

{Name} Liz Crumpacker

{Phone} 202-530-2225

{Email} lcrumpacker@ase.org

**[Leadership Circle Member/Organization] Supports Launch of Energy 2030 *On the Road* Campaign, Endorses Goal of Doubling U.S. Energy Productivity by 2030.**

**Washington, D.C., May 21, 2014** – Today XXX joined a diverse group of organizations announcing their commitment to achieving the [Energy 2030](http://www.energy2030.org) goal of doubling U.S. energy productivity by 2030 as part of the Alliance to Save Energy’s [Energy 2030 *On the Road*](http://www.ase.org/policy/energy2030/otr) campaign launch.

“By doubling productivity, we’ll wring more out of every dollar spent on energy, helping our nation save $327 billion annually and helping American families save up to $1000 a year on energy bills,” said Alliance President Kateri Callahan.

“But this monumental goal will only be achieved if we can spur action at all levels of government. The *On the Road* campaign calls on state and local officials, businesses, universities, and other stakeholders nationwide to endorse the Energy 2030 goal and evidence to our policymakers a national, shared commitment to doubling U.S. energy productivity.”

During the campaign launch, which took place at the Alliance’s annual [EE Global Forum](http://www.eeglobalforum.org), Callahan cut the campaign’s figurative red ribbon and thanked the many [campaign participants](http://www.ase.org/policy/energy2030/otr/participants) in attendance for their support of the initiative, including XXX, who is proud to serve as a member of the Leadership Circle / an official campaign partner. *(select option depending on your role.)*

 ***[Insert quote highlighting your role in the campaign and reiterating your support of the goal.***

***If you would like the Alliance to provide copy, please let us know.]***

The Energy 2030 *On the Road* campaign has already made [stops](http://www.ase.org/policy/energy2030/otr/events) in Seattle, Los Angeles, Las Vegas, and Ann Arbor, and has garnered support and official endorsements of the goal at each event. Additional campaign stops were announced today with the goal of securing endorsements and educating stakeholders in up to ten target cities by the end of this year.

Additionally, the campaign is engaging advocates nationwide with the unveiling of an interactive [web portal](http://www.energy2030.org) that will serve as a platform for interested organizations to [endorse](http://www.energy2030.org/endorse) the Energy 2030 goal, access resources, and share their energy efficiency success stories.