



## When the phone rings at 3 a.m., how much will it cost to turn the lights on to answer it?

With today's surging fuel costs driving up electricity rates, that's an important question – no matter who answers the phone. The unfortunate reality is that no consumer can be totally insulated from the escalating costs of generating electricity, regardless of where you live. The difference is that in open, competitive electricity markets, customers have more control over how they manage their energy use, which ultimately gives them more control over their energy bills.

When it comes to creating efficiency, developing renewable energy, and encouraging innovation, research shows that well run competitive markets consistently perform better. Whatever side of the political spectrum you're on, competitive electricity is a smart call.

To find out more about how competitive electricity markets can benefit everyone, visit us at [www.competecoalition.com](http://www.competecoalition.com).

