

The cleanest energy of all is the energy we never use.



How can we create a sustainable energy future?

Electricity competition is already helping us find the answers. It encourages innovative demand response programs that empower customers to use less electricity when demand is high.

Last year, North American competitive electricity markets reported over 23,000 MW of consumer demand response, an amount equal to the capacity of more than 40 average power plants. These energy savings reduce the use of existing power plants and delay the need to build new ones.

Competitive electricity markets are also the most fertile ground for renewable energy sources, such as wind power, to grow and thrive. In

fact, nearly three-quarters of wind generation has been developed in competitive wholesale electricity markets, even though less than half of all U.S. wind energy potential is found there. Many solutions to our pressing energy and environmental challenges already exist. Electricity competition can help deliver these solutions to more Americans today.

COMPETE is a national coalition of more than 190 electricity stakeholders promoting reliable, affordable electric power through competitive electricity markets. Learn how the power of choice in electricity markets can work for everyone at competecoalition.com

 **COMPETE**

Electricity Competition **IS** the Public Interest