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From: **Chelsey Tanaka** <chelsey.tanaka@opower.com>  
Date: Mon, Apr 15, 2013 at 4:34 PM  
Subject: GW Energy Saving Challenge  
To: Meghan Chapple-Brown <mcb1@gwu.edu>

Dear Meghan,

As you know, this past fall Opower worked with GW in a partnership to reduce energy usage.

Opower is a software-as-a-service company headquartered in Arlington, VA, with a goal of using data to give consumers the information they need to take control of their energy use. Since our founding in 2007, we've grown into a business with more than 250 employees serving more than 75 utilities—-including 8 of the US's 10 largest. Our platform now reaches more than 15 million homes around the world. Together with our clients and their customers, we're saving energy, saving money, and helping reduce carbon emissions.  
  
We're committed to providing insights to help consumers use energy more productively and presenting that information in an easy-to-understand, actionable format. By analyzing data provided to us by utilities, third parties, and consumers themselves, we're able to help families make smarter decisions about their energy use. We're constantly looking for ways to provide consumers with insights and opportunities that will help save energy and save money.

This past fall, faculty and staff at the George Washington University participated in a competition to see who could reduce the most energy in their homes. The GW Energy Challenge at Home encouraged GW faculty and staff to track their home electricity consumption through Opower's online social application. Faculty and staff were invited to sign up for the challenge using their personal Facebook profiles, and there was no cost to sign up. Participants then entered in their electricity consumption from their utility bills into Opower’s online platform. Faculty and staff members that reduced their energy usage the most were rewarded with prizes.

GW was the first university to pilot this type of faculty and staff energy reduction competition using Opower's platform, and together the participants reduced usage equivalent to turning off a computer lab for six weeks. Congratulations to the GW coordinators for an effective campaign to engage their faculty and staff in saving energy.

Sincerely,

Chelsey Tanaka

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Product Manager, Opower

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