

Lights Out Lunch Friday December 11 Noon to 1:00 pm



Lights Out Lunch, sponsored by Xcel Energy, asks consumers to dine in the dark to emphasize the importance of energy efficiency. Restaurants have been asked to participate in "Lights Out Lunch" by offering a special deal for lunch that day. A robust advertising and public relations campaign is being implemented that will not only emphasize the importance of energy efficiency but drive Colorado residents to participating restaurants - all at no cost to you.

How does "Lights Out Lunch" support your restaurant?

- Xcel Energy has launched a dedicated website - LightsOutLunch.com - for the event. Participating restaurants will be featured heavily and all traffic will be directed to the website. A coupon with your special Lights Out Lunch offer will be downloadable from the website.
- Online banner advertising, wild postings, television spots with Lights Out Lunch partners Chauncey Billups from the Denver Nuggets and Paul Stastny from the Colorado Avalanche with 9News, CBS4 Denver, TheDenverChannel.com, and The Denver Post.
- Xcel Energy will provide in-restaurant collateral including table tents, coasters, posters and signage promoting the event and lunch with Billups or Stastny at a participating Lights Out Lunch restaurant - maybe yours...

Restaurateurs: this is a great way to demonstrate your commitment to energy efficiency, a key consumer interest, by visibly supporting the program.

What do you need to do to participate?

- Turn off the lights on December 11, from 12:00 noon to 1:00 p.m.
- Use of awareness collateral, such as posters or coasters, that lets your patrons know you will be supporting "Lights Out Lunch" on December 11 (all collateral to be provided by Xcel Energy).

If you are interested in participating in Xcel Energy's "Lights Out Lunch," **please respond by** emailing LightsOutLunch@vladimirjones.com with your restaurant name, website, special offer and contact info for any questions.

Contact Mary Wiener at mwiener@bouldercounty.org or 303.441.1183 to let her know you will be participating in the event so that we can advertise your restaurant on the PACE website.

3450 Broadway
Boulder, CO 80304

303.441.1574
Fx 303.441.1468

www.pacepartners.com