



Power Over Energy Tops 1 Million Facebook Fans

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More than 1 Million Fans Join the Energy Conversation to Create a More Sustainable Future

LIBERTY LAKE, Wash.--(BUSINESS WIRE)--Jun. 5, 2018-- [Power Over Energy](#), a social media energy literacy initiative, just reached a milestone on its [Facebook page](#), passing 1 million fans – a landmark achievement in the organization's pursuit to raise awareness around the impact of energy consumption, the potential of innovative solutions and the benefits of creating change.

The Power Over Energy Facebook page has driven exceptional follower growth since its launch in 2013, thanks to a combination of compelling content and a passionate and engaged following. The literacy initiative has gained a global following across Facebook, [Twitter](#), [YouTube](#) and [Instagram](#), with fans from 45 countries around the world, including the United States, India, Brazil, Puerto Rico, Malaysia, New Zealand, Singapore, Nepal, Nigeria and United Arab Emirates.

Power Over Energy is an energy literacy campaign backed by a coalition of energy, government and environmental groups to engage the public and give consumers the information they need to begin to make a difference in creating a more sustainable future. Members of the coalition include the U.S. Department of Energy and a number of other leading organizations that represent stakeholders from across the energy industry.

The organization uses its Facebook page to drive awareness through daily posts that feature an array of topics that educate and inform fans about energy topics, including:

- The environmental impact of energy decisions
- New energy innovations
- The benefits of smart city technologies
- Renewable energy breakthroughs and milestones
- Energy conservation tips
- Consumer research such as the [2017 Smart Cities Study](#)

"The growth of our community to more than 1 million fans over the past five years demonstrates the universal interest and concern about our global energy challenges from people around the world," said Marina Donovan, vice president of global marketing and public affairs at Itron, an organization that is innovating the way utilities and cities manage energy and water. Itron is the founding member of the Power Over Energy coalition. "We're both impressed and inspired by fans' interest in learning about the impacts of energy consumption and sincerely appreciate their willingness to evangelize the organization's mission by sharing insight about the benefits of energy efficiency and the importance of modernizing electricity grids around the world. By joining the global energy conversation, these Facebook fans are demonstrating a dedication to creating a better future together."

To celebrate the milestone and recognize the loyal followers who made it possible, Power Over Energy is debuting a commemorative poster that features a collage of the imagery from its creative campaigns over the past five years to illustrate the global reach of our energy choices and potential solutions. The commemorative poster can be downloaded – at no cost – at <http://poweroverenergy.org>.

To learn more about Power Over Energy and its mission to increase awareness about the impact of our current energy consumption and the benefits of energy efficiency, please visit and like its Facebook page: <https://www.facebook.com/poweroverenergy/>

About Power Over Energy

Power Over Energy is a social media energy literacy initiative backed by a coalition of business, nonprofit and government groups who want to increase awareness about the impact of our current energy consumption and the benefits of energy efficiency, modernizing the electricity grid and deploying smart city technologies. Members of the coalition include Itron, U.S. Department of Energy, Smart Energy Consumer Collaborative, Clean Coalition, Environmental Defense Fund, Global Green U.S.A., Green Ninja, GridWise Alliance, Edison Foundation Institute for Electric Innovation, Silicon Valley Leadership Group and Sustainable Silicon Valley. To learn more, visit poweroverenergy.org.

About Itron

Itron enables utilities and cities to safely, securely and reliably deliver critical infrastructure services to communities in more than 100 countries. Our portfolio of smart networks, software, services, meters and sensors helps our customers better manage electricity, gas and water resources for the people they serve. By working with our customers to ensure their success, we help improve the quality of life, ensure the safety and promote the well-being of millions of people around the globe. Itron is dedicated to creating a more resourceful world. Join us: www.itron.com.

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