



**For More Information:**

Sharna Fulton  
Smart Grid Consumer Collaborative  
404-348-8015  
[Sharna.fulton@smartgridcc.org](mailto:Sharna.fulton@smartgridcc.org)

**For Immediate Release**  
September 19, 2016

## Media Advisory

### **SGCC Unveils New Video of History of Energy in the Context of Human Innovation**

*First there was the wheel. Then, the rotary phone. Now, smart grid to bring utility electricity delivery into the 21<sup>st</sup> century.*

With the release of a new video today, a national leader in consumer energy research hopes to educate and excite general consumers about the benefits of modern day advancements being made to the electric grid. Produced by the Smart Grid Consumer Collaborative (SGCC), the video puts into perspective what a monumental time this is in the history of human innovation by displaying a timeline of the inventions that led up to it.

Created by Pacific Media for SGCC, the multimedia production includes colorful and eye-popping animation to show how the “smart grid” is revolutionizing the way we live. The video begins with a caveman inventing the wheel and helps the viewer see the progress of energy use from fire to coal & steam and ends with current energy innovations with renewables and connected high speed communications. “It’s a forward looking and engaging video that speaks to consumers and educates them on the benefits of smart grid in an inspirational way,” said President and CEO of SGCC, Patty Durand.

During the four-minute presentation, viewers will discover many consumer benefits of smart grid including more choice, control and savings. They’ll learn how smart grid is helping utility companies restore power outages more quickly. Viewers will see how a smarter grid is a cleaner grid by making clean energy sources like electric vehicles, wind and solar accessible and scalable.

Smart Grid Consumer Collaborative is a 501(c)(3) nonprofit organization with a mission to serve as a trusted source of information for industry stakeholders seeking a broad understanding of consumers’ views about grid modernization, electricity delivery, and energy usage, and for consumers seeking an understanding of the value and experience of a modern electrical grid.

To see the video, [click here](#) or visit SGCC’s professional website and social media platforms.

[SmartGridCC.org](http://SmartGridCC.org)

[Twitter](#)

[YouTube](#)

[LinkedIn](#)