

## For Immediate Release

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## Vladimir Jones Partners with The1stMovement to Develop Innovative Web Experience for State-Wide Public Service and Outreach Initiative with Governor's Energy Office

**Pasadena, CA** - December 15, 2009 – The Colorado Governor's Energy Office (GEO) announced that it will partner with The1stMovement ([www.the1stmovement.com](http://www.the1stmovement.com)) part of the Vladimir Jones team of partners, to carry out a major public service and outreach initiative designed to help Coloradans tap into millions of Recovery Act dollars and hundreds of programs and services that will save energy, reduce energy bills and create jobs. Vladimir Jones and The1stMovement, along with a team that also includes E Source and Inventiv, will develop and produce the initiative for \$5 million over two years.

The1stMovement will develop a personalized interactive experience designed to help individual Coloradans identify opportunities to save energy and take advantage of the programs, services and rebates available in their area. Ann Van Orsdel, managing director and vice president of client services at the interactive agency, expressed her excitement about the project. "This is such an important initiative, and we're thrilled to be part of the powerhouse of partners charged with bringing it to fruition. We plan to leverage our strategic, creative and technological expertise to create an interactive experience that is informative, innovative and engaging—one that meets the needs of energy consumers across Colorado and contributes to the New Energy Economy."

Together, the team will manage marketing, database, website and call center services as GEO launches Recovery Act-funded programs. Working with utilities, local governments and service providers state-wide, the goal of the initiative is to create a one-stop clearinghouse of information and resources regarding products, rebates, tax breaks and other incentives so that choices around energy efficiency shift from "brain damage" to "no-brainer." The effort is part of the GEO's Recovery Act plan approved by the U.S. Department of Energy and is expected to roll out in the spring of 2010.

"This initiative helps further establish our role as national leaders in the rapidly expanding New Energy Economy, which in turn will attract new companies, investments and jobs to our state," said Tom Plant, GEO's Director. "Equally as important, this effort will help many more Coloradans benefit from Recovery Act and other federal dollars while lowering energy costs and putting people to work across the state conducting energy audits, retrofitting homes and other buildings, installing solar panels and more. We look forward to an exciting partnership with utilities, local governments and service providers across the state as we develop greater awareness of the aggressive pricing and programs they can offer consumers for energy efficient products and services."



With 57 utilities and more than 300 local governments and energy-focused community groups in the state, there are numerous programs and services to help Coloradans save energy, reduce energy bills and switch to clean power sources. Colorado has a record amount of federal, state and private funding to help its residents participate in these programs and services. However, most consumers are either unaware of the dollars available to them, or they are unclear about how to access those dollars. The GEO initiative will connect people to the resources they need to begin saving money on utility bills right away. In addition, the initiative itself, subsequent consumer purchases and the adoption of energy efficiency programs and services will create jobs for Colorado.

“We’re so excited to have the opportunity to partner with The1stMovement on such a progressive project for the state,” said Meredith Vaughan, president at Vladimir Jones. “Each partner was very deliberately selected for their deep expertise in their area and The1stMovement is a critical part of why our team was selected. Vladimir Jones and The1stMovement have a long history in Colorado and we are thrilled to play such a significant role in a project destined to feed our local economy and empower residents to help our environment as well as themselves.”

#### **About The1stMovement**

A full-service digital agency, with offices in Los Angeles and Denver, The1stMovement uses emerging technology to push the boundaries of digital media to inspiring heights. We thrive on our endless pursuit of new ideas, taking clients on an interactive journey beyond their imaginations deep into the digital frontier where they engage, learn, and play. Can't wait? Run to us – [www.the1stmovement.com](http://www.the1stmovement.com) - and experience what the World's most famous Brands enjoy about us, *innovation with traction*.

#### **About Vladimir Jones**

Vladimir Jones is Colorado's most enduring, privately held, full-service agency specializing in integrated marketing, advertising, communications and insight. The agency staff of over 70 people is multidisciplinary and represents expertise in all facets of marketing communications strategy and implementation. To learn more about our agency of exciting minds, please visit [www.vladimirjones.com](http://www.vladimirjones.com).

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