

EDC Letter for "Choice" Mailing

DRAFT: 9/6/11

Deleted: 8/25/2011

In Pennsylvania you have the power to choose [to purchase the electricity you use from a competitive electric generation supplier.](#)

Deleted: the company that

Deleted: generates

Deleted: supplies your electricity

Deleted: – your electric supplier

Deleted: do so

As your electric distribution company, (UTILITY NAME) strongly encourages you to [learn more about the competitive market – you may be able to save money by shopping with a competitive supplier.](#) Your decision to choose a competitive supplier will not hurt us and may very well help you. [Regardless of whichever competitive supplier you choose, Utility name will continue to safely deliver electricity, provide billing and customer support, and respond to outages and other emergencies for ALL customers.](#)

Just like you shop for other services, you can [now](#) make a decision on an electric supplier based on your own needs and preferences. [In total, the electricity – or the commodity charges – makes up about two-thirds of a total bill. This is the portion of the bill that can be purchased from a competitive supplier.](#) You can shop based on price, environmental preferences or special services and deals. The best way to get started is by logging on to [www.PAPowerSwitch.com](#) – the Pennsylvania Public Utility Commission's (PUC) one-stop shop for electric shoppers.

Deleted: (UTILITY NAME) will still be your reliable distribution or "wires" company, making sure power gets to your home or business and responding to any service disruptions or emergencies.; while a competitive supplier will provide your electric generation supply and may be able to help keep dollars in your pocket.¶

Deleted: make

Deleted: Generation supply costs comprise the majority of the average electric bill.

Deleted: average monthly usage, found on your

Deleted: , and

Deleted: electric

On PAPowerSwitch.com, simply enter your zip code and [the amount of electricity you use, on average, each month. This info can be found on your monthly electric bill. Then,](#) begin comparing how (UTILITY NAME) "Price to Compare" at the top of the chart stacks up against offers from competitive suppliers. The Price to Compare is the key to shopping, as it [helps you compare](#) supplier offers. Please note [electric commodity costs fluctuate – either increasing or decreasing – as market prices change on a quarterly basis. Utility name will continue to update its current and estimated price to compare to help customers evaluate offers from competitive suppliers.](#)

Comment [M1]: It is not always a direct comparison, so we'd suggest leaving this specific reference out.

Deleted: enables

Deleted: to make an

Deleted: apples-to-apples

Deleted: comparison with

Deleted: PECO

[You can still shop for energy suppliers even if you do not have Internet access.](#) You can call the PUC's Bureau of Consumer Services at 1-800-692-7380 and request a list of competitive suppliers currently making offers in your area. Additionally, information on offers from competitive electric suppliers can be found on the website of the Pennsylvania Office of Consumer Advocate – [www.oca.state.pa.us.](#)

Deleted: that our Price to Compare can change on a quarterly basis and does not include distribution charges, which are still paid to (UTILITY NAME) ¶

Deleted: If

Deleted: , no problem

Deleted: ping

Deleted: generation

Investing a few minutes now [to shop](#) for your electricity supplier could [provide you with access to innovative energy products and services that can best meet your needs and may even save you money.](#) In Pennsylvania, the power is in your hands, and the choice is yours. Either way, (UTILITY NAME) [will be here and](#) stands ready to continue providing safe, reliable electric service to your home or business.

Deleted: pay you big dividends on tomorrow's electric bill