



SOUTHERN CALIFORNIA EDISON CONTRIBUTES \$50,000 TO COACHELLA VALLEY ECONOMIC PARTNERSHIP

Palm Desert, California (August 19, 2010) – Southern California Edison (SCE), a national leader in renewable energy, continued its commitment to the industry today with an investment of \$50,000 in the Coachella Valley Economic Partnership (CVEP). The contribution will support CVEP’s Coachella Valley Economic Blueprint, a comprehensive, forward-thinking strategy to make the Valley competitive for high-value jobs being created in the new economy.

“Southern California Edison is committed to economic development in the Coachella Valley,” said Kathleen DeRosa, SCE public affairs manager. “We are proud to be a significant contributor to the future economic growth of this valley.”

Currently in its first year of implementation, the Economic Blueprint has identified renewable energy as a target industry sector for the region. A portion of SCE’s contribution will support renewable energy efforts, industry development and sector job creation. SCE presented the check at the CVEP Renewable Energy Roundtable – a discussion and networking meeting of industry partners held the third Thursday of every month at the Wilson Center for Sustainability on the UCR Palm Desert campus.

One of the key goals of CVEP’s Economic Blueprint is economic diversification, with clean technology and renewable energy comprising one of four industry targets that also include regionalism, workforce excellence and quality of place. SCE leads the nation in renewable energy – with contracts in place that, when delivered, will meet 20% or more of its customers’ energy needs with renewable energy. SCE also has launched the Renewables Standard Contract Program, which is designed to help smaller renewable generators contribute to reaching California’s aggressive renewable energy and environmental goals.

SCE’s contribution to CVEP’s Economic Blueprint continues its commitment to renewable energy efforts and the Regional Economic Blueprint, which provides regional stakeholders the opportunity to come together behind a comprehensive and proactive plan for future quality development, including and highlighting renewable energy.

“Southern California Edison’s contribution is a strong commitment to CVEP’s Economic Blueprint and our region,” said Wesley Ahlgren, CVEP chief operating officer. “We are excited to have their ongoing support.”

For more information, contact CVEP at 760.340.1575 or visit www.cvep.com.

About CVEP: *The Coachella Valley Economic Partnership is an economic organization devoted to attracting, retaining and expanding business and improving the quality of the workforce, in order to raise the overall economy and quality of life of the region. Established in 1994 as an action-oriented, non-profit corporation, CVEP has devoted attention to strategies of business attraction, expansion and retention during the past decade. Today, as part of the Coachella Valley Economic Blueprint, CVEP is focusing attention on planning and nurturing the growth of industry target sectors which include Healthcare & Life Sciences, Clean Technology/Energy, Supply Chain/Logistics and Creative Arts & Design.*

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