



## News Release

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FOR IMMEDIATE RELEASE

### **Escape Adventures further greens its bike tours with Blue Sky**

MOAB, Utah — Escape Adventures not only helps riders enjoy two-wheeled tours with little environmental impact, it also greens its business operations by purchasing Rocky Mountain Power’s Blue Sky renewable energy.

Escape Adventures offers mountain bike tours throughout the world, but calls Moab the mountain bike capital. The company understands that the area’s pristine environment is key to the company’s long-term success.

“Everything we do impacts the environment in a positive or negative way,” said Jared Fisher, director of Escape Adventures. “We understand this and take it very seriously, which is why Blue Sky is part of our operations.”

Blue Sky is Rocky Mountain Power’s voluntary renewable energy program for residential and business customers. Escape Adventures is buying 25 blocks of Blue Sky each month, which supports 2,500 kilowatt hours of wind energy from the western region.

Escape Adventures’ purchase is equivalent to offsetting 18 tons of carbon dioxide emissions each year, creating annual environmental benefits equivalent to taking three cars off the road or driving nearly 37,000 fewer miles. “Renewable energy is an important, growing part of Rocky Mountain Power’s energy mix,” said Debra Dull, customer and community manager for Rocky Mountain Power. “Blue Sky provides a simple and convenient way for businesses and residential customers to support renewable energy even more.”

In addition to purchasing Blue Sky, Escape Adventures uses vehicles powered by 100 percent renewable vegetable oil, and has installed solar panels to power its Moab bicycle shop.

“Some renewable energy projects can be more complicated, such as operating solar or wind turbines,” Fisher said. “Rocky Mountain Power’s Blue Sky makes supporting renewable energy easy.”

Blue Sky renewable energy comes from wind farms in the western United States, and is purchased in 100-kilowatt-hour block increments for \$1.95 each per month in addition to a customer’s regular electric bill. Blue Sky customers support new commercial-scale renewable energy generation in the region, as well as smaller-scale renewable energy projects.

More than 67,000 customers in the western United States participate in the Blue Sky program, including more than 25,000 Blue Sky customers in Utah. Business customers can buy Blue Sky blocks in bulk at a discount through Blue Sky QS.

To learn more about Blue Sky or to sign up, call 800-769-3717 or visit [www.rockymountainpower.net/bluesky](http://www.rockymountainpower.net/bluesky).

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### **Rocky Mountain Power**

Rocky Mountain Power is headquartered in Salt Lake City and provides electric service to more than 957,000 customers in Utah, Wyoming and Idaho. As part of PacifiCorp, one of the lowest-cost electricity producers in the United States, Rocky Mountain Power and Pacific Power provide approximately 1.7 million customers in six Western states with reliable, efficient energy. The company works to meet growing energy demand while protecting and enhancing the environment. Visit [www.rockymountainpower.net](http://www.rockymountainpower.net).

### **Escape Adventures**

Escape Adventures offers exciting, multi-day mountain bike tours and adventure vacations in the US and Canada. In Moab, it operates tours to nearby Canyonlands National Park, Arches National Park and Fruita, Colo. Its tours leave from Moab Cyclery, located at 391 Main St. Visit [www.escapeadventures.com](http://www.escapeadventures.com).