

# Public Power Week Q4 VPP Marketing Package

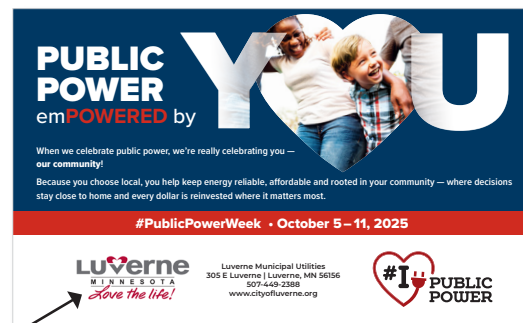


**Public Power Week is Oct. 5-11, 2025** and MRES has put together a VPP Q4 marketing package to support our members in promoting this important event. The materials are designed to highlight the many benefits local public power utilities provide to their customers and communities.

This quarter's package includes a variety of ready-to-use resources: bill inserts, flyers, newspaper ads, a radio spot, and social media content — created to help maintain consistent and effective messaging across all platforms.

You can choose the materials that work best for your audience and local communication goals. Plus, **everything is ready to use as-is or can be customized more** to fit your community's unique needs—all at no cost to you!

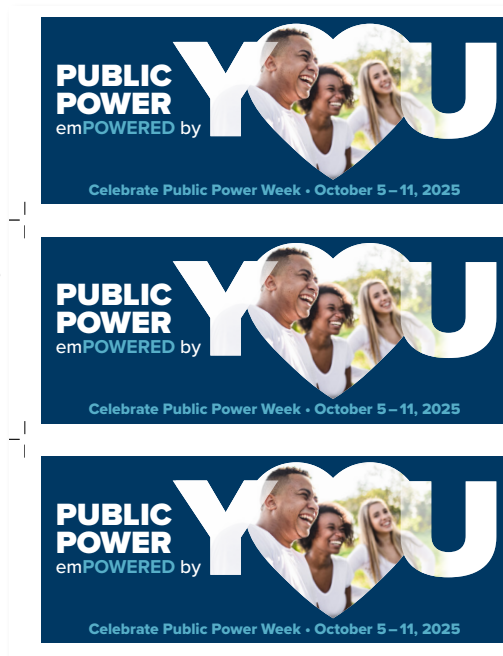
Flyers  
(4 options)



Print Ads  
(4 options)  
in color  
or B/W

Designed for you to add your own logo and utility/community contact information.  
Or contact us and we can customize the materials for you.

Stuffer/Inserts  
(4 options)



Social media content (copy and creatives) is also included in this package with content for each day of the week for Public Power Week.



Please note there are four (4) options for creatives to choose from for the first social media post on Oct. 5. Then one option per day for the remaining days of the week: Oct 6 - 11.

## Public Power Week Additional Items

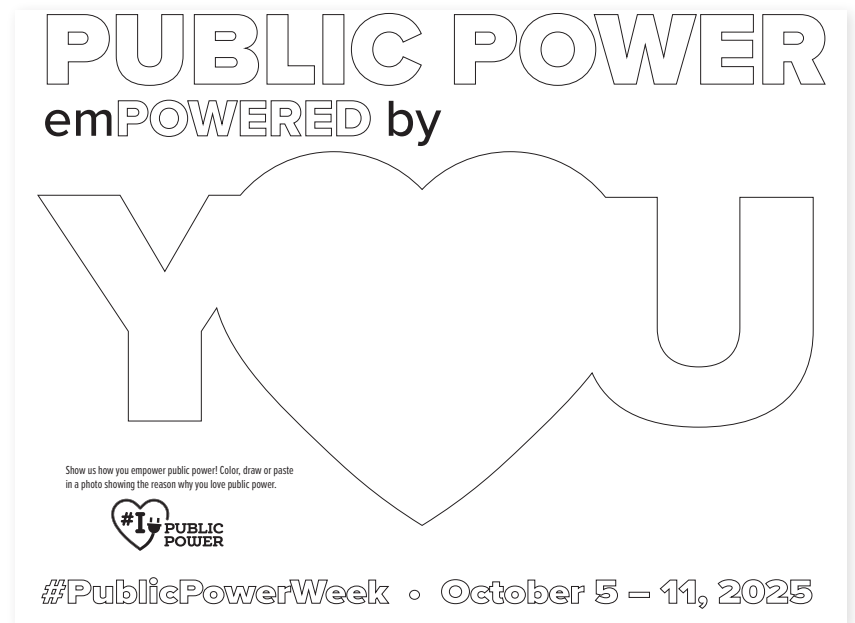
### Public Power Week Coloring Page

The package also includes a PDF file of a coloring page for kids. We recommend you print copies and have them available at your Public Power Week events. You can also add the PDF of the coloring page to your website or to your social media platforms.

We encourage our members to share any completed coloring pages with us, as we would love to showcase them on our social media.

### “I Love Public Power” Pins

We have a limited supply of I Love Public Power pins. If you would like some for your utility, please reach out to us. **Supplies are limited.**



**#PublicPowerWeek**

**#EmpoweredByYou**



Members can access these resources in the members-only section of the MRES website, [www.mrenergy.com](http://www.mrenergy.com).

Don't have access to the site? Please contact Director of Communications Valerie Larson-Holmes at [valerie.larson-holmes@mrenergy.com](mailto:valerie.larson-holmes@mrenergy.com), or call at **605-338-4042**.