

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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BREATHE LA Partners with Clean Power Alliance for Clean Energy Education

CPA partnership grant gives BREATHE LA the expanded opportunity to provide residents with sustainable and financial energy education

LOS ANGELES, CA., June 12, 2020 – [BREATHE California of Los Angeles County \(BREATHE LA\)](#) has recently partnered with [Clean Power Alliance \(CPA\)](#) to provide education about clean energy and lung health. The partnership will enable BREATHE LA to empower residents in disadvantaged communities across southern Los Angeles by helping them learn about the advantages of choosing clean energy options and the financial incentives available to those who qualify.

Aligned with CPA's goals and objectives, BREATHE LA will integrate clean energy messaging into their existing free Adult Lung Health educational workshop program among targeted populations in Los Angeles County. Breathe Easier and Achieve Energy Efficiency workshops will provide information about air quality and the environment as it relates to lung health, and will introduce clean energy options for residential consumers to lessen the load on the grid.

"The partnership between BREATHE LA and Clean Power Alliance allows us to effectively raise awareness about how cleaner energy consumption options can positively impact community health," says BREATHE LA's Director of Programs Kara Karibian. "We're continuing to bring sustainable options in favor of improved health to the communities that we serve by and raising awareness about the critical link between environmental health and chronic lung disease".

BREATHE LA and CPA will provide a high-impact, three-tiered strategy that will reach more than 5,000 households. BREATHE LA's Health Educators have designed a workshop curriculum with targeted messaging about the wide range of CPA's available resources and will deliver the education by hosting 7 workshops, either virtually or at community center sites, across Los Angeles County.

BREATHE LA will track customer feedback, number of attendees interested in enrolling in CPA's Power Response Program (e.g., smart thermostats) and number of attendees interested in enrolling in CPA's DAC-GT. BREATHE LA will provide CPA with a final report at the end of the one-year partnership period.

About BREATHE LA

BREATHE California of Los Angeles County (BREATHE LA) is a 501(c)(3) nonprofit organization promoting clean air and healthy lungs in Southern California through research, education, advocacy, and technology. BREATHE LA provides environmental health screening, education, and empowerment programs to communities most impacted by alarming chronic lung disease rates and the region's air quality, which is the poorest in the nation. The organization pursues its mission by educating youth, patients and the general public, engaging the community, advocating for changes to public policy, and supporting clinical and public health research. To learn more about BREATHE LA, visit www.breathela.org.

About Clean Power Alliance

Clean Power Alliance serves approximately three million customers and one million customer accounts across 32 communities throughout Southern California. Clean Power Alliance purchases clean power and Southern California Edison (SCE) delivers it. SCE will continue to deliver power to your home or business, send one bill, and be responsible for resolving any issues with your electricity service. Clean Power Alliance believes in a clean energy future that is local, where communities are empowered and customers are given a choice about the source of their energy. CPA is California's new locally operated electricity provider across Los Angeles and Ventura counties, offering clean renewable energy at competitive rates.

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