



Avista Launches Video Contest to Show How Every Little Bit Adds Up

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High school students challenged to create short, online video about energy efficiency

SPOKANE, Wash., Sept. 28 /PRNewswire/ -- Avista is calling on local high school students to put their storytelling and video skills to use to highlight ways we can all limit our energy use in the company's new Every Little Bit Video Contest. Avista hopes that by engaging future generations to tell energy efficiency stories, it will not only harness their creativity for an important purpose, but will help the next generation value saving more energy.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20040128/SFW031LOGO>)

"Today, we're using energy in more ways than ever - powering and charging our iPods, cell phones, flat screen TV's, computers, games and a host of other electronics. That's in addition to the energy needed to heat and cool our homes," said Bruce Folsom, Avista director of energy efficiency programs. "Who better to motivate today's youth to practice energy conservation than their peers, a generation of technology gurus who know the most about the latest electronics?"

Students attending a high school served by Avista are eligible to create and submit a 30-second to two minute video about energy efficiency. Videos must be uploaded to Avista's website - www.everylittlebitvideo.com - by Nov. 16. Visitors to the site can vote online for their favorite video until Nov. 30, when a panel of judges, including Avista, E-Source, NxNW Productions, 14Four Web Development and Pierpoint Design, will select the video winners. The Grand Prize winner of the Every Little Bit Video Contest will have the opportunity to professionally edit their video into a 30-second commercial at NxNW Productions.

For more information on the energy efficiency video contest, including rules and regulation, visit www.everylittlebitvideo.com.

Avista Corp. is an energy company involved in the production, transmission and distribution of energy as well as other energy-related businesses. Avista Utilities is our operating division that provides electric service to 353,000 homes and businesses and natural gas to 313,000 homes and businesses in three Western states, serving more than 492,000 customers. Avista's primary, non-regulated subsidiary is Advantage IQ. Avista stock is traded under the ticker symbol "AVA." For more information about Avista, please visit www.avistacorp.com.

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