



**Duquesne Light**

*Our Energy... Your Power*

## **News Release**

411 Seventh Avenue  
P.O. Box 1930  
Pittsburgh, PA 15219-1930

**Date** Sept. 19, 2007  
**For Release** Upon Receipt  
**Contact** Joseph Vallarian  
**Telephone** 412-232-6848  
**Page** 1 of 1

### **Duquesne Light Bringing “Power of Light” to Local Communities, Organizations** *New outreach program reinforces company’s longstanding commitment to region*

**PITTSBURGH** – Duquesne Light Company today announced the unveiling of its “Power of Light” corporate outreach program, designed to reinforce its commitment to the future of the Pittsburgh region.

The “Power of Light” program places a special focus on illuminating regional and neighborhood landmarks, recreational lighting, as well as lighting initiatives promoting economic vitality, safety and security in the various communities and neighborhoods Duquesne Light serves. The new program builds on successful recent partnerships like the Pittsburgh Festival of Lights, the architectural lighting of Penn Avenue and the Roberto Clemente Bridge, new safety lights installed on Smallman Street in Pittsburgh’s Strip District, and the various community recreation areas that have received grants to help install lighting.

“Our success as a company is directly connected to the success of the communities we serve,” said Morgan O’Brien, president and chief executive office of Duquesne Light. “Whether we are investing resources to ensure our infrastructure meets the current and future electrical demands of the region, or we are investing in lighting projects and other initiatives that help enhance the quality of live or contribute to economic growth, the goal is the same --- to build strong and vibrant communities where we all can be successful.”

While lighting is a central focus of the program, Duquesne Light also will continue to fund more traditional outreach programs that meet the “Power of Light” guidelines, listed on the “Our Community” section of the company’s website, [www.duquesnelight.com](http://www.duquesnelight.com). An easy-to-use online grant application also is available on the website.

#### **About Duquesne Light Company**

Duquesne Light Company is a leader in the transmission and distribution of electric energy, offering superior customer service and reliability to more than half a million customers throughout southwestern Pennsylvania.

###