



NEWS RELEASE

**Date** September 12, 2016  
**For Release** Upon Receipt  
**Contact** Ashlee Yingling  
[ayingling@duqlight.com](mailto:ayingling@duqlight.com)  
412.430.3404

**Duquesne Light Company Unveils Phase Two of *Larger than Light* Marketing Campaign**  
*Brand reinforces its position in powering life's moments*

**PITTSBURGH** – Duquesne Light Company is launching the next phase of its *Larger than Light* integrated marketing campaign featuring employees on-the-job in never before seen footage. “Life Behind the Lines,” an online documentary video series, will offer a behind-the-scenes look into the daily jobs of linemen, engineers, underground crews, safety and training experts, call center representatives and more.

In addition, the Company continues to leverage digital advertising, social media and television, and will debut a new football-themed television spot on September 12.

To view or download the newest campaign components, please visit:

- “Life Behind the Lines”: Episode One – Linemen, and Episode Two – Engineers, [www.duquesnelight.com/about/newsroom/media-resources/life-behind-the-lines](http://www.duquesnelight.com/about/newsroom/media-resources/life-behind-the-lines)
- Football-themed television commercial: <https://www.duquesnelight.com/about/newsroom/media-resources>

“Our employees are behind everything we do at Duquesne Light,” said Richard Riazzi, President and CEO of Duquesne Light Company. “It’s their dedication, expertise and resiliency that helps power our customers’ lives. The next phase of our marketing campaign further showcases their unique talents and commitment in a way that hasn’t been seen before.”

“Life Behind the Lines” features real employees who are the driving force behind the Company’s ongoing commitment to building a smarter energy infrastructure to deliver safe and reliable energy to customers 24-7. Each episode gives customers an all-access pass to see the various talents that are put to work each day to serve our customers while showcasing how the Company’s employees do more than keep the lights on. The first two episodes will put viewers into the hardhats of linemen and engineers as they maneuver a utility pole through city traffic and step inside a substation that is a connection point for transmission lines that travel from hilltop to hilltop.

For the latest updates on the campaign, visit Duquesne Light Company's [Facebook](#) and [Twitter](#) pages.

**About Duquesne Light Company**

Duquesne Light Company is committed to more than keeping the lights on; it powers the moments in its customers' lives. As a next generation energy company, Duquesne Light Company's nearly 1,500 employees are dedicated to delivering reliable and safe energy to more than a half a million customers in southwestern Pennsylvania.

###