FOR IMMEDIATE RELEASE

March 31, 2020 5:00 p.m.

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CVEA Wins Best Digital Storytelling Gold for Behind the Switch Video

Copper Valley Electric recently received recognition in the national 2020 Spotlight on Excellence Awards program, sponsored by the Council of Rural Electric Communicators (CREC) and the National Rural Electric Cooperative Association (NRECA). CVEA received a Gold Award in the Best Digital Storytelling category for "Behind the Switch." Sharon Scheidt, CVEA Director of Communications, along with Seed Media wrote, coordinated, and produced the award-winning video.

"Behind the Switch is a comprehensive look into CVEA; intended to show the vastness of the area we serve, the challenges we face, the incredible work our team does for the members on a daily bases, and to share some of our recent accomplishments," commented Travis Million, CVEA CEO. "Printed news publications, social media and videos are all more important than ever to keep members updated on issues affecting the electric cooperatives and their members," added Scott Peterson, Senior Vice President Communications for NRECA.

The annual Spotlight on Excellence Awards program recognizes the best communication and marketing efforts by electric cooperatives and related organizations. Entrants competed with electric cooperatives of similar size in 16 categories. Electric cooperative communicators and marketing professionals submitted nearly 670 entries in the Spotlight on Excellence program. Faculty members from the University of Missouri – Columbia and University of South Carolina, as well as noted professionals in the fields of marketing, web design and digital communications, and newspapers judged the event, which uses a finite scoring system to determine the winners.

The CREC was organized in 1982, and seeks to advance the recognition, education and professionalism of electric cooperative communicators and their affiliated organizations. This volunteer

association works on behalf of more than 4,000 electric cooperative communicators across the United States.

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If you have questions regarding this news release, or any other CVEA issue, contact Sharon Scheidt, Director of Communications at 907-822-5506, 907-835-7005, or email scheidt@cvea.org.

NRECA is a national trade association representing more than 900 local electric cooperatives. From growing suburbs to remote farming communities, electric co-ops serve as engines of economic development for 42 million Americans across 56 percent of the nation's landscape.