

## Use of Energy Guys Images to Continue in 2010

The Propane Education & Research Council (PERC) has reached an agreement with Dan Warner (Propane) and John Hemphill (Electricity) to use selected images of the Energy Guys next year in connection with safety, training, and research and development initiatives.

The usage rights for 2010 cover three existing images of Propane and one of both Propane and Electricity. The terms of the agreement include options to develop new safety materials in 2010.

The rights associated with other Energy Guys materials, including TV, print, and radio advertisements, are set to expire December 31, 2009. Those materials may not be used for any purpose after the end of the year.

To preview available products that feature the four allowable images for 2010, search for Energy Guys on the Propane Marketing and Resource Catalog, or the Propane MaRC, at [www.propanemarc.com](http://www.propanemarc.com) (registration required).

The allowable Energy Guys images for 2010 may not be used in generic consumer advertisements. That's because in August 2009 a Commerce Department analysis of propane prices triggered a restriction of PERC activities under the Propane Education and Research Act of 1996. Programs designed to educate consumers about the general benefits of propane are off-limits.

For details, get in touch with Kate Caskin, senior vice president and chief marketing officer of PERC, at 202-452-8975 or [kate.caskin@propanecouncil.org](mailto:kate.caskin@propanecouncil.org).

