



NEWS RELEASE

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PIONEER COMMUNITY ENERGY RECEIVES INTERNATIONAL GOLD AWARD FOR WEBSITE REDESIGN

Rocklin, CA — The 2022 MarCom Awards have recognized Pioneer Community Energy with a Gold Award in the Digital Media Website Redesign category. The award honors excellence and creativity in marketing and communications. Approximately 6,500 entries are submitted from dozens of countries each year, and Pioneer was selected from a highly competitive field.

As part of an effort to improve and enhance customer service, Pioneer conducted a survey to hear from businesses and residents. Using the survey results, Pioneer created an organization-wide strategic plan. Subsequently, Pioneer launched a customer-facing campaign showcasing the value of its services to residents and businesses in Placer and El Dorado counties. Based on data from the survey, Pioneer also redesigned its website to reflect community values and organizational goals. To assist in the execution of this work, Pioneer engaged the services of JSR Strategies, a communications and marketing firm based in Sacramento, California.

"We are very pleased to have Pioneer's efforts recognized with this prestigious award," said Alice Dowdin Calvillo, who serves as Chairperson of the Pioneer Board of Directors and Mayor for the City of Auburn. "And much of the credit goes to our community members, whose helpful and thoughtful input guided our work in redesigning our website."

For more information about the award, visit <http://enter.marcomawards.com/winners/>.

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ABOUT PIONEER COMMUNITY ENERGY

Pioneer is a community-owned, not-for-profit agency serving unincorporated Placer and El Dorado counties and the incorporated areas of Auburn, Colfax, Lincoln, Placerville, Rocklin and Loomis. Serving more than 150,000 residential and commercial accounts, Pioneer is a local not-for-profit provider of electricity — we power the communities we serve with competitive rates, reliable service and a choice in energy options. To learn more, visit pioneercommunityenergy.org.