



## **Airtricity to sponsor RTE season on recession survival and improving quality of life**



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Jackie Duggan (centre), Marketing Manager of Airtricity, pictured with Ella McSweeney (left), presenter of *Living Lightly* (RTE 1, Tuesdays, 7pm) and Kaitriona McFadden, reporter on *The Business* (RTE Radio 1, Saturdays, 10am), at the announcement of Airtricity's sponsorship of RTE's *Spend Clever + Live Better* season.

Airtricity, the No.1 supplier of greener energy in Ireland, has announced that it has entered a cross-media partnership with RTE that will see the electricity supplier sponsor the broadcaster's entire TV, radio, online and print output relating to the *Spend Clever + Live Better* season. *Spend Clever + Live Better* is designed to offer advice and encouragement on how to both survive and improve quality of life during these recessionary times.

This RTE season will include television and radio programmes, a website and *RTÉ Guide* features. Airtricity will sponsor the *Spend Clever + Live Better* output across RTÉ, with TV sponsorship stings around *Living Lightly* on RTÉ One, sponsorship of the dedicated website on RTÉ.ie, as well as a strong presence across RTÉ Radio 1 and the *RTÉ Guide* for the duration of the season.

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"In sponsoring Spend Clever + Live Better across television, radio, online and print we have the unique opportunity to use the scale of RTÉ's multi-platform presence to communicate the role that Airtricity plays in offering consumers cheaper and greener electricity," said Jackie Duggan, marketing manager, Airtricity Supply. "We believe this sponsorship of Spend Clever + Live Better affords us the opportunity to help play a real role in assisting families and individuals across Ireland to reduce their living costs while enjoying an improved quality of life, and hopefully without having to tighten our belts so much."

"Airtricity will have a significant presence across the RTÉ Radio 1 schedule this September and will offer real traction as part of this cross-media sponsorship," said Tara Farrell, sponsorship manager, RTÉ Radio. "As well as sponsoring *Miriam Meets ...* in her new Sunday time-slot, Spend Clever will feature sponsor credited inserts on *Mooney*, *The Business* and on *Today with Pat Kenny*, the latter coming live from the Ploughing Championships."

For more information on Spend Clever + Live Better visit the website:  
<http://www.rte.ie/spendcleverlivebetter/>

### **About Airtricity**

Airtricity is the No.1 supplier of greener energy in Ireland offering domestic and commercial customers an electricity supply that is not only low-cost but that also significantly reduces their carbon footprint. At Airtricity, 79% of the company's energy is from renewable sources ensuring its supply is the greenest in the market. Airtricity now supplies almost 70,000 domestic and business customers in the Irish market, who are enjoying up to 13% savings on their electricity consumption costs (the cheapest standalone rates in the Republic of Ireland, guaranteed until the end of January 2010) and receiving the greenest electricity in the market. Airtricity has recently launched a heavyweight customer acquisition campaign, which is the most significant that the renewable energy supplier has undertaken since it entered the electricity supply market ten years ago. Airtricity was acquired by SSE (Scottish and Southern Energy Plc) in February 2008.