



## Kids' Video Contest Focuses on 125th Anniversary of Electric Generation

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### **From Pearl Street to iPods, Powering Everything for Over a Century**

NEW YORK, NY, Jun 06, 2007 (MARKET WIRE via COMTEX News Network) -- Con Edison is celebrating the 125th anniversary of the Pearl Street generating station -- New York's first -- with a "Power of Power" video contest for kids in New York City and Westchester County. The top winner will receive an Apple MacBook Pro.

The company is asking kids ages 13 to 17 to create an original, one- to two-minute video on how electricity affects their daily lives. Contestants can upload their video, and learn more about contest rules and guidelines, by visiting [www.coned.com/pearlstreet125](http://www.coned.com/pearlstreet125). The video contest will commemorate the day 125 years ago when the Pearl Street generating station in Lower Manhattan first distributed electricity to homes and businesses near the Wall Street area. Designed and built by Thomas Alva Edison, the station began generating electricity at 3 p.m. on September 4, 1882 and became the prototype for every central electrical generating station in the world today.

"I have accomplished all that I promised," Thomas Edison said that evening. In the decades since the creation of the Pearl Street station, the distribution of electricity to neighborhoods and businesses has changed lives and transformed the world.

In the spirit of Edison, creativity and entertainment are the keys to winning. Students are urged to use their imagination to show what turns on New York -- electricity -- and how it impacts their lives.

In addition to traditional videos, cell phone videos also will be accepted.

Con Edison is partnering with the Lower Manhattan Cultural Council on the contest, and the three winners and other top finalists will have their videos displayed in a lower Manhattan storefront exhibit as part of the Pearl Street celebration. The first prize winner will receive a MacBook Pro, the second prize winner will receive a MacBook and the third prize winner will receive an iPod.

The Pearl Street storefront exhibit will be featured within the original square mile that was first illuminated by the Pearl Street Station in 1882. Pedestrians will be able to view footage from archived Con Edison films and clips as well as many of the kids' videos from "The Power of Power" contest. Submissions will be accepted until July 15.

To find out more about this exciting contest and how to submit your entry, please visit [www.coned.com/pearlstreet125](http://www.coned.com/pearlstreet125). Con Edison is utilizing an upload feature called Really Simple Upload provided by a Web Video service provider, The FeedRoom ([www.feedroom.com](http://www.feedroom.com)).

Con Edison is a subsidiary of Consolidated Edison, Inc. (NYSE: ED), one of the nation's largest investor-owned energy companies, with approximately \$12 billion in annual revenues and \$27 billion in assets. The utility provides electric, gas and steam service to more than 3 million customers in New York City and Westchester County, New York. For additional financial, operations and customer service information, visit Con Edison's Web site at [www.coned.com](http://www.coned.com).

CONTACT: Elizabeth Clark 212-460-4111