

Contact: Dave Bosse
Communications Director
City of Tifton
dbosse@tifton.net - 391-3992

Georgia Municipal Gas Authority recognizes the City of Tifton Natural Gas Department with Marketing Excellence Award

The **City of Tifton Natural Gas Department** has been recognized as an industry leader and presented the ***Marketing Excellence Award*** from the **Municipal Gas Authority of Georgia** for responsible and conservative use of dollars to market Natural Gas to their service area.

In October 2004, a regional group of Cities formed the *South Georgia Natural Gas Consortium*, consisting of Adel, Americus, Ashburn, Bainbridge, Douglas, Fitzgerald, Nashville, Quincy (FL), Tifton and Vienna. The goal of this affiliation is to increase consumer awareness of the benefits of natural gas home heating, water heating and other economical natural gas home appliances. By working together the cities achieved significant cost savings over typical television advertising rates with three local cable television providers CityNet, Mediacom and Comcast.

Natural Gas commercials began airing in October on popular national channels *Fox News, Home and Garden Television, The Weather Channel, and Lifetime Movie Network*. Since the inception of the advertising program, there have been three unique Natural Gas commercials produced by the Consortium that correlate to the seasons, fall, Christmas and spring. Spring spots present indoor and outdoor cooking, water heating and clothes dryers. Each city receives exposure at the end of the commercial enabling the consumer to identify and contact their local municipal Natural Gas provider.

The City of Tifton is to be commended for achieving effective advertising and marketing practices at minimal cost. Each new Natural Gas customer adds revenue to the City system, spreading costs of providing service over more users and decreasing future price increases from infrastructure maintenance.