

IOWA LAKES BENEFITS FROM NATIONAL DURACELL COMMERCIAL

Iowa Lakes Community College – and the surrounding areas of northwest Iowa and southwest Minnesota – have received national exposure in a commercial produced by Duracell.

The Wind Energy and Turbine Technology program is featured in the television commercial which was recorded in late September. The ad is part of Duracell's "SmartPower" initiative for the newest Duracell rechargeable battery.

The ad launched with the debut of the New Year at Times Square in New York City where Duracell used celebrities to help 'power' the 2010 numbers that evening.

It has spurred a great deal of interest nationwide.

"As soon as the television ad started airing, many of our employees got phone calls and e-mails," said Valerie Newhouse, President of Iowa Lakes Community College. "Some of the contacts were fellow educators, others were through professional contacts and yet others were from family and friends who lived in every corner of the nation."

Because the Duracell Battery company had asked the college to not actively publicize the commercial in advance of its release, lots of people were surprised.

"Not only did it air on national television programs, it was featured in large movie theatres across the country and has also been viewed on Web sites like MSNGames.com," President Newhouse said.

The commercial begins with a scene of a car driving through a rural area surrounded by cropland as a young girl inside the car uses a personal fan (powered by Duracell) to stay cool. While traveling through the region, her attention is diverted to outside the car when her family drives by a wind farm. The college – and its students – are then highlighted for the fact that Duracell Rechargeable Batteries are used in the safety testing equipment in the college's wind turbine. The commercial wraps up with the words... "...so whether you're responsible for tomorrow or enjoying the day, it just has to be Duracell."

In addition to the 'recognition' that the television commercial has brought to Iowa Lakes, many at the college believe it will also benefit economic development in the region – both attracting wind energy industries as well as general entrepreneurial firms

which may feel that if the region is ‘forward thinking’ enough to have a distinguished wind program, the region would be a great place to grow their company.

The commercial has also prompted additional publicity for the college – and the region.

- Basin Electric Power Cooperative traveled to Estherville to tape their own interviews and tied in the assistance the college received from Iowa Lakes Electric Cooperative in the form of a no interest loan for additional classroom space;
- The USDA office in Des Moines wrote an article which is in Wallace’s Farmer magazine;
- A firm which wanted to sell the college oil for its turbine contacted Iowa Lakes;
- And, the college received a free, full-page advertisement in Electrical Apparatus magazine.

In the meantime, the calls keep coming into the college. Individuals in Hawaii, Canada, Mexico and in Great Britain have all reported seeing the commercial. And, the college has had 50+ applications for the Wind Energy and Turbine Technology program which can be directly related to the commercial.

Those who are interested in viewing the commercial may check the www.YouTube.com Web site. Once there, go to the ‘search’ section and type in the words ‘Iowa Lakes Duracell’ and select ‘enter.’ The first option will be the Duracell commercial.



PHOTO ID: During the recording of the Duracell commercial, a large crane was used to hoist the camera crew high enough to view the top of the wind turbine at Iowa Lakes Community College.

MEDIA: For more information please contact the Iowa Lakes marketing office at (712) 362-7908.