

CONTACT::

Gastineau Communications Inc.
P.O. Box 99634
Seattle, WA 98139
P: 206-282-3371
www.gastineaucommunications.com

CLIENT:

Seattle Steam Company.
Seattle, Washington

TIMETABLE:

Gastineau Communications worked with Parsons PR to provide communication strategy and updated messages that reflect the company's history of innovation.

RESULTS:

Seattle Steam is attracting positive attention for its innovation. The company has been featured in several publications including *Sustainable Industries*, *The Daily Journal of Commerce*, *Seattle Weekly* and several industry trade publications.

Renewable Energy from Urban Waste Wood



Seattle Steam is a district energy company that provides heat to nearly 200 buildings in Seattle 's downtown core. In the fall of 2009 the company introduced a new biomass boiler (also known as waste wood) at its steam plant. As a result of this investment in renewable energy, Seattle Steam will lower its carbon footprint by 50%.

Gastineau Communications worked with Parsons Public Relations to create and implement a strategy that communicates the benefits of this innovation to customers, local government, the development community and environmental groups.

Project goals:

- Demonstrate to customers and the Seattle community that Seattle Steam as a leader and innovator when it comes to addressing solutions climate change.
- Communicate the reliability, efficiency and sustainability benefits of Seattle Steam and district energy to key audiences including customers, business leaders, architects, engineers and developers.

Solution:

- Created key messages that convey the benefits of the project to Seattle Steam customers and the Seattle community.
- Updated communication materials including brochures, FAQs, and marketing packets and website in order to communicate key messages.
- Updated website to include information about the company's history of innovation and include frequently asked questions and case studies.
- Provided strategic direction and planning for boiler dedication ceremony and customer celebration.