



P.U.R.E. Genius

 People Using Renewable Energy

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Webster Groves' Art & Air Festival Goes Green *This Unique Annual Event Becomes the First Art Festival in Missouri to Support Renewable Energy*

ST. LOUIS, MO (May 6, 2008): Renewable energy will be “blowin’ in the wind” June 6-8 at Webster Groves’ Art & Air 2008. The city’s annual outdoor art festival, held at Eden Theological Seminary in downtown Webster Groves, has earned the title of St. Louis’ first Green Art Fair.

This unique art fair continues Webster Groves’ commitment to the environment by offsetting the power at this event with local renewable energy. The power used at Art and Air 2008 will be carbon-free, Missouri-based wind energy courtesy of Pure Power, AmerenUE’s new voluntary renewable energy program available to all residential and business customers. By signing up for Pure Power, Webster Groves is showing it is P.U.R.E. Genius -- People Using Renewable Energy. The city is making a conscious decision to prevent thousands of pounds of carbon dioxide from entering the atmosphere. This helps ensure better air quality and sustainability while also encouraging more renewable energy development in the state.

Festival-goers will have the chance to show their P.U.R.E. Genius, too, by signing up for AmerenUE’s Pure Power program at Art & Air 2008. The average cost for residential customers is \$15 a month – roughly the same price as a pizza! Just look for the Pure Power booth, decorated with dozens of pinwheels. The pinwheel is the official badge of the Pure Power/P.U.R.E. Genius movement in Missouri.

Art and Air 2008 will feature more than 90 juried artists from all over the country, dozens of musicians and a wide variety of food and beverages. The free festival runs from 6 to 10 p.m. June 6; 11 a.m. to 10 p.m. June 7 and noon to 5 p.m. June 8.

For more information about Art & Air 2008, visit www.artandair.com

For more information about Pure Power, visit www.ameren.com/PurePower

