

CLEAN ENERGY COALITION CHOOSES THE QUELL GROUP FOR BRANDING AND PUBLIC RELATIONS SERVICES

The Clean Energy Coalition, based in Ypsilanti, Mich., has retained The Quell Group to provide branding and strategic communications services, including public relations, marketing, graphic and web design. The announcement was made by Mike Niederquell, APR, president and CEO of The Quell Group.

The [Clean Energy Coalition](#) (CEC) is involved in clean energy projects across the state, including:

- Investments in infrastructure, such as the installation of ethanol and compressed natural gas refueling stations
- Advancing the transportation sector with projects like Clean Cities and [Michigan Green Fleets](#) that aim to reduce petroleum consumption and increase the use of alternative fuels
- Developing and hosting workshops on clean technologies
- Auditing both residential and commercial buildings to help measure their energy intensity and develop efficiency and conservation plans
- Providing technical consulting services to 40 municipalities across the state to shepherd more than \$10 million of investments in new energy efficiency and renewable energy projects
- Championing the adoption of innovative technologies, ranging from LED street lighting to advanced hydraulic hybrid systems for heavy trucks

This year, the CEC began putting \$31 million to work to help fifteen partners buy or convert 572 alternative fuel and advanced technology vehicles. CEC is also deploying \$6 million in eight state-designated "[Cities of Promise](#)" for energy efficiency and renewable energy projects. The "Cities of Promise" cities include Detroit, Hamtramck, Highland Park, Saginaw, Pontiac, Flint, Muskegon Heights and Benton Harbor. To date, CEC has successfully managed and completed more than 30 state and federal grants valued at more than \$45 million.

About The Quell Group

As Michigan's leading integrated brand communications firm, [The Quell Group](#) integrates strategic branding and positioning counsel with marketing and public relations services. Founded in 1994, the firm provides proprietary diagnostic tools to help companies *unknot, align and market*® their value proposition. Quell also provides its clients with interactive web and online services through [quellinteractive.com](#). Follow The Quell Group on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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