

## FOR IMMEDIATE RELEASE

### Grand Valley Power Unveils New Logo and Refreshed Website

GRAND JUNCTION, COLO. - (March 27, 2018) – Grand Valley Power revealed today a refreshed logo and website as an on-going brand evolution.

“The subtle adjustment of a golden bolt and adding our mission statement to Grand Valley Power’s logo maintains our co-op roots, while updating it to be more modern and appealing for our members,” stated Grand Valley Power Chief Executive Officer, Tom Walch, “Our mission remains the same, but great brands evolve and GVP is no different.”

The logo last saw an update in 2009. The refreshed logo now incorporates a colored bolt and GVP’s mission statement, “Empowering Lives with Hometown Service”, which was revamped in 2017. Members will begin to notice this subtle change on bills, letters, communications and trucks throughout 2018.

In addition to the logo, Grand Valley Power’s website visitors will find the site to effectively showcase a fresh look and more modern design that is easy-to-navigate, including improved functionality for desktop, tablet or mobile users and enhanced content. The new website will serve as a platform for visitors to engage the cooperative and have improved customer experiences. Visit [gvp.org](http://gvp.org) today to experience the new site.

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#### ***About Grand Valley Power***

Organized in 1936, Grand Valley Power is the first rural electric cooperative in Colorado. Serving over 17,000 customers within the Mesa County area, Grand Valley Power is dedicated to empowering lives with hometown service with safe, affordable, reliable electricity. For more information, visit [gvp.org](http://gvp.org).

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