

Bright Ideas in Energy



**Direct Energy**<sup>™</sup>  
Essential Services



**Direct Energy**<sup>™</sup>

# WHY? CAN'T WE MAKE SOMETHING GOOD OUT OF SOMETHING BAD

We can. Direct Energy is helping the beef industry through the purchase of \$50,000 in surplus beef, to donate to the rural food banks.

Direct Energy's competitive retailer, Direct Energy Essential Services, wants to partner with you to help out too. Direct Energy Essential Services will make an additional \$2 donation to "Back the Beef" for each Alberta household that requests to learn more about our Natural Gas and Electricity offers, without obligation, when we officially open for business later this year.

Visit [www.directenergy.com](http://www.directenergy.com) before September 30th, 2003, or call 1-877-434-7674 to join us in making the best out of a tough situation.



**"Back the Beef" at [www.directenergy.com](http://www.directenergy.com)**