



P R E S S R E L E A S E

For Immediate Release

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GET READY, GET SET, GET CHARGED!!

**MID SOUTH SYNERGY PARTNERS WITH DISCOVERY CHANNEL SCHOOL TO
HELP NAVASOTA JR. HIGH STUDENTS
"GET CHARGED!" ABOUT ELECTRICITY**

August 20, 2007 **Navasota Jr. High** has been selected to take part in a new educational initiative sponsored by Touchstone Energy® Cooperatives, in partnership with **Mid South Synergy** and Discovery Channel School, provider of educational materials to schools nationwide.

The *Get Charged!* program – which provides basic information about electricity, how it works and how to use it – will be administered through Mid South Synergy, part of Touchstone Energy Cooperatives.

Approximately **800** middle school students in **5th and 6th** grade will take part in the program, which will provide a variety of educational tools – including videos, CD-ROMs, a Teachers Resource Guide, student activity books and other collateral materials – all at no charge – to augment the existing curriculum.

In support of its ongoing commitment to community service, **Mid South Synergy** is launching the *Get Charged!* program to give students a real-world understanding of power, the purpose of electricity, and the important role electric cooperatives play in delivering the "juice" that runs their everyday lives. "Mid South will be working with area schools in and

around its territory in making this program available.” Said Mid South’s Tina Warzon who has been spearheading these efforts.

“We are delighted to provide these materials to the Navasota Intermediate and Jr. High schools said Kerry Kelton, CEO of Mid South Synergy. “This program is the latest in our ongoing school safety initiatives that we have provided for many years.”

Since **1940, Mid South Synergy** has provided energy services to a six county region of **the Brazos Valley**. Currently, **Mid South** serves **over 22,000 meters in this region**.

Discovery Channel School products have been developed by the world’s most respected brand for television quality and recognized by leading educational groups for their excellence. Drawing on Discovery’s award-winning programming for much of its content, the curriculum and materials used in the *Get Charged!* program were developed specifically by Discovery Channel School for classroom use and comply with National Science Education Standards. The *Get Charged!* program represents a first-time partnership for Discovery with a non-educational entity to provide content directly to schools.

“Lots of kids are still in the dark about electricity,” said Paul Thomas, vice president, Discovery Education. “We’re delighted to partner with the Touchstone Energy Cooperatives to help get kids energized about power.”

About Touchstone Energy Cooperatives:

Touchstone Energy Cooperatives is a national alliance of local, consumer-owned electric cooperatives providing high standards of service to customers large and small. More than 600 Touchstone Energy cooperatives in 44 states are delivering energy and energy solutions to more than 16 million customers every day. Touchstone Energy cooperatives serve their members with integrity, accountability, innovation and a longstanding commitment to communities.

About Discovery Channel School

Discovery Channel School provides teachers a growing line of educational video, print, and multi-media resources spanning the curriculum. Drawing much of its content from Discovery programming,

the product line includes over 600 videos, CD-ROMs and print resources tailor-made for use in today's classrooms. DiscoverySchool.com, a top-10 traveled education Web site, offers free resources for teachers, students and parents. Discovery Channel School products reach 1.5 million teachers and benefit 35 million students each year.