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**Ekaa Energy, New Utility Company, Selects Gable PR
for National Media Relations, Marketing Communications**

*Developing Power Plants to Convert Local Biomass into Energy
In Partnerships with Local Municipalities, Public Agencies*

SAN DIEGO, CA – Ekaa Energy (www.ekaaenergy.com), a new utility company that funds, builds, owns, and operates waste-to-energy power plants, today announced it has selected [Gable PR](#) as its agency of record for public relations, public affairs and investor and marketing communications. Gable PR is a growing public relations firm based in San Diego and known for its sophisticated and successful approach to managing complex programs for national companies and organizations.

Mark Randall, founder and CEO, said Ekaa selected Gable PR to help build awareness and understanding of its innovative approach for working with municipalities and public agencies throughout the U.S. to develop new power generation facilities that convert local biomass (primarily trash and green waste) into electricity using proven clean gasification technology.

Randall said demand in the U.S. is based on two converging forces: landfills reaching capacity and an anticipated shortfall in new generating capacity, based on Department of Energy estimates. Each Ekaa installation produces 12 -15 MW of electricity, large enough to power 5,000 homes, yet small enough to be easily connected to the grid, thus avoiding the significant permitting delays and infrastructure costs associated with larger power plants.

“Department of Energy and industry statistics show a definite need for new power generation alternatives,” said Tom Gable, CEO of Gable PR. “Its proven modular technology can be scaled for energy plants as small as 100,000 square feet. And Ekaa does ‘green’ one better; it plans to put solar panels on top of each plant where possible to generate nearly 1MW of additional power.”

Gable will manage the account, with assistance from Erin Koch, [Gable PR](#) director. The agency team includes professionals with significant clean tech, energy, investor relations, media relations, and public affairs experience.

About Gable PR

[Gable PR](#), based in San Diego, delivers highly effective public relations and marketing communications programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, APR, PRSA Fellow and a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information: www.gablepr.com.

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