



For Immediate Release
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THE STRONG OBTAINS LOW-COST POWER CONTRACT WITH THE ASSISTANCE OF POWER MANAGEMENT

Rochester, NY – March 29, 2019 – The Strong National Museum of Play, advised by Power Management Company, was awarded a new contract for low-cost power from the New York Power Authority. In its latest round of announcements, NYPA approved The Strong as one of the three Finger Lakes entities to win a contract through the ReCharge NY program.

ReCharge NY is a statewide economic development power program for qualified businesses and not-for-profit corporations. Through the ReCharge NY program, qualifying businesses and nonprofits statewide can lower their energy costs by as much as 25% by using specially allocated NYPA power and contract terms may be up to seven years.

The ReCharge NY program provides power to over 700 businesses and nonprofits across the state with the goal of encouraging investment in the state's economy. Part of the qualifications for the program include companies that receive allocated power have made commitments such as remaining in the state, keeping or growing employment, expanding operations, and/or making significant local investments in their businesses – all of which The Strong has pledged to do.

In an effort to expand the facility and services to meet demand and the community's growing needs, The Strong broke ground in the Summer of 2018 on a 100,000-square-foot museum expansion and parking garage. The project is expected to be completed by the summer of 2021 and will generate more than \$130 million in annual economic impact for the City of Rochester. The expansion hopes to further extend the museum's reach beyond New York, drawing millions of people to play and learn at The Strong.

Allocations for ReCharge NY are made through a very competitive application process. Power Management is well versed in the program, having assisted a number of other New York State businesses with obtaining allocations since the program originated. Power Management took the lead and work closely with the company staff to prepare and submit an application to NYPA for the low-cost power on behalf of The Strong. As a result of the planned \$62 million capital investment and commitment to retain 169 jobs and add 30 jobs over the next five years, the family museum was awarded and is guaranteed 350 kilowatts of power for seven years.

If your company is interested in learning more about this program and if it may be an opportunity you could benefit from, please contact Power Management.

About Power Management

Power Management Company is an independent energy advisory firm that provides strategic energy consulting services for over 24,000 commercial, industrial, governmental and institutional meters throughout the United States. Founded in 1997, Power Management manages energy procurement activities on behalf of clients for energy commodities, LED lighting projects and renewable energy systems, with unparalleled market knowledge and expertise. <http://www.powermgt.com>.

About The Strong

The Strong, located in downtown Rochester, NY, is a highly interactive, collections-based museum devoted to the history and exploration of play. It is one of the largest history museums in the United States and one of the leading museums serving a diverse audience of adults, families, children, students, teachers, scholars, collectors, and others around the globe. The Strong houses the world's largest and most comprehensive collection of historical materials related to play. <https://www.museumofplay.org>