

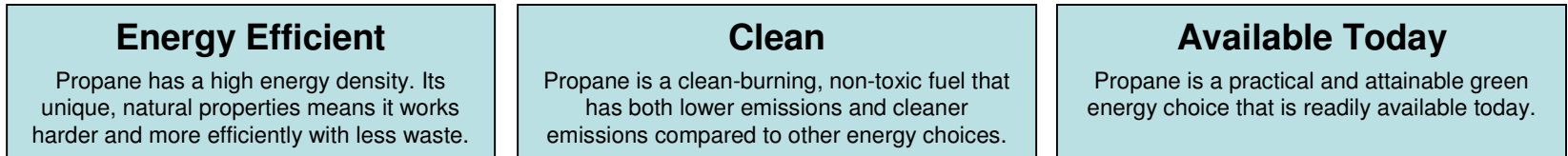
Goals

Build awareness of Propane’s “green” attributes in residential, engine and agricultural markets, while upholding Propane’s core equities.

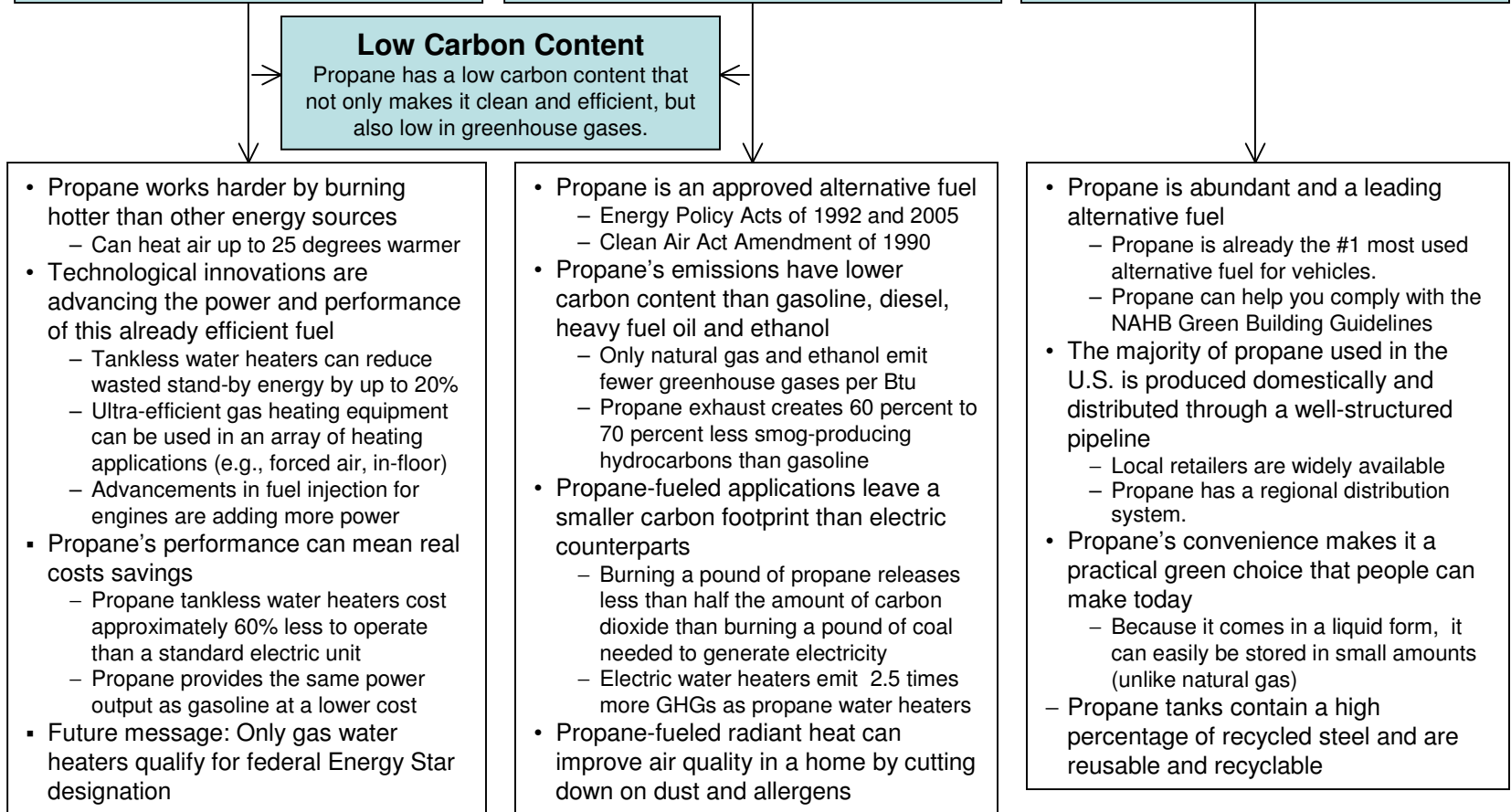
Core Message

**Propane is an environmentally-friendly choice you can make today.
Because it works harder, burns cleaner and operates smarter, choosing propane means you can help save energy, reduce emissions and protect the environment.**

Primary Message Pillars (what do you want people to know)



Support Points



Call to Action

Efficient, clean energy is available today. Choose Propane.