

FUEL-LOCAL®

MEDIA KIT

Local energy starts with local people.



Fueled by  **IDEAL** ENERGY COOPERATIVE

Created by IDEAL Energy Cooperative Member-Owners

WEBSITE
fuel-local.com

NATIONAL FUEL-LOCAL® DAY
September 9

MEDIA CONTACT
Amy West

About Fuel-Local®

Fuel-Local® is a consumer education movement created by IDEAL Energy Cooperative Member-Owners to celebrate and support local, independent fuel and service providers. By helping consumers understand the value of choosing local, Fuel-Local® highlights the people, relationships, service, and community commitment behind local energy—and the role local businesses play in strengthening the communities they serve.

The Story in One Sentence

Fuel-Local® shines a light on the independent, locally owned energy businesses behind the trucks, technicians, phone calls, deliveries, service, and community relationships that keep local communities moving.

What Fuel-Local® Is

- A consumer education movement.
- A way to celebrate local, independent energy providers.
- A platform for sharing real stories from local businesses and the communities they serve.
- An initiative created by IDEAL Energy Cooperative Member-Owners.

What Fuel-Local® Is Not

Fuel-Local® is not a fuel provider or energy company. It is a movement focused on consumer education and celebrating local independent businesses.

Why Local Matters

Every day, consumers make choices about where they shop, who they hire, and which businesses they support. Fuel-Local® helps consumers understand that those choices can have an impact beyond the transaction.

FUEL-LOCAL® FOCUS	WHAT IT HIGHLIGHTS
Reliable Solutions	Local knowledge, responsive service, and businesses that understand the communities they serve.
Trusted Service	Relationships built over time between local businesses, customers, employees, and families.
Community Care	Local businesses supporting schools, youth programs, organizations, causes, and community events.
Hometown Service	Independent businesses that live, work, and raise families in the communities they serve.
There For You	The people behind the phone call, delivery, service visit, and emergency response.

Key Messages

- Local energy is about more than where fuel is delivered—it is about the people behind the service.
- Independent energy businesses are part of the communities they serve.
- Choosing local can help support local businesses, jobs, relationships, and community investment.
- Fuel-Local® encourages consumers to learn more about the local businesses serving their communities.

The Movement Behind Fuel-Local®

Fuel-Local® was created by IDEAL Energy Cooperative Member-Owners, a network of independent, locally owned energy distributors and service businesses. The cooperative brings independent businesses together to strengthen their businesses, build relationships, and return value to its members.

For IDEAL Member-Owners, Fuel-Local® is a shared movement and resource. Each business brings its own history, people, community connections, and local story to the campaign.

National Fuel-Local® Day

September 9 is National Fuel-Local® Day, an annual opportunity to celebrate the people and independent businesses behind local energy and encourage consumers to recognize the value of choosing local.

Fuel-Local® Website

fuel-local.com
The website provides consumer-focused information about local energy, community connections, trusted service, and the businesses participating in the movement.

Media Story Angles

Fuel-Local® can be approached from several editorial perspectives:

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Available for Interviews / Additional Information

Fuel-Local® can provide additional background, campaign information, participating Member-Owner contacts, and local business stories for media inquiries.

Media Resources

Available upon request or through the Fuel-Local® media webpage:

- Fuel-Local® logo files
- IDEAL Energy Cooperative logo
- Member-Owner custom Fuel-Local® logos
- High-resolution campaign photography
- Member-Owner and community photos
- National Fuel-Local® Day graphics
- Official Fuel-Local® press release
- Additional background information and talking points

Suggested Photo Captions

- Local energy businesses are part of the communities they serve.
- Fuel-Local® celebrates the people behind local energy.
- Independent fuel and service providers build relationships with customers and communities over generations.
- Fuel-Local® Member-Owners bring local knowledge and service to the communities they call home.

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Fuel-Local®. Strengthen Your Community.

fuel-local.com

Official Press Release

FOR IMMEDIATE RELEASE

IDEAL Energy Cooperative Launches Fuel-Local® Initiative to Champion Locally Owned Fuel and HVAC Providers

BRENTWOOD, NH — September 24, 2026 — IDEAL Energy Cooperative announces the launch of the Fuel-Local® consumer awareness initiative designed to connect homeowners and businesses with trusted, locally owned fuel delivery, HVAC, and home energy service providers — and to highlight the importance of supporting local energy security.

The initiative comes as the Northeast heads into its highest energy usage time of the year. More than 5 million households in the Northeast use heating oil or propane for their home heating fuel, with some states relying on these heating sources for the vast majority of consumption. For families dependent on delivered fuel, the choice of fuel provider is not just a financial decision — it's a question of reliability, trust and community.

Fuel-Local was created to educate consumers about the value of choosing local energy providers — independent companies whose owners and employees live, work, and invest in the communities they serve. Every delivery, service call, and installation completed by a local provider helps strengthen the local economy, create jobs, and keep energy dollars close to home.

"Fuel-Local is about recognizing the people running the businesses that keep our homes and businesses warm and running around the clock," said Kris Magnusson, Founder and General Manager of IDEAL Energy Cooperative. "When consumers choose local propane, distillate, bio-fuel, and gasoline for heating and transportation, they're supporting those who care most about them in their community."

D.F. Richard Energy, a heating oil and propane provider serving the New Hampshire and Maine Seacoast for more than 90 years, is among the Fuel-Local member companies leading the way. Named the Greater Dover (N.H.) Chamber of Commerce 2025 Business of the Year and the 2025 Community's Choice Award winner for Propane, Gas & Oil Provider, D.F. Richard is a strong example of how shopping locally can make a difference.

"D.F. Richard has been serving families on the New Hampshire and Maine Seacoast for more than 90 years — and our commitment to this community goes well beyond fuel deliveries," said Ryan Jackson, CEO of D.F. Richard and IDEAL Board Chair. "Fuel-Local puts a name to something we've always believed: when you call a local company, you're calling a neighbor. That makes a difference, especially when it's the middle of winter and you need someone you can count on."

Fueled by IDEAL Energy Cooperative, Fuel-Local brings together a growing network of over 40 independent, privately held energy companies that share a commitment to reliable fuel delivery, service, community involvement, and customer care for homeowners in over 150 communities. Through practical resources and real stories from the field, Fuel-Local helps consumers understand why local matters — especially when it comes to energy.

"Independent fuel dealers and HVAC companies do so much more than deliver energy," Magnusson said. "They support the local ecosystem — sponsoring local nonprofits, youth sports, coordinating with first responders during emergencies, providing local jobs, and keeping an eye on their neighbors. Fuel-Local gives us an opportunity to tell these stories and celebrate the impact these businesses make every day."

To learn more about Fuel-Local and its mission, visit [Fuel-Local.com](https://fuel-local.com).

About Fuel-Local®

Fuel-Local is a consumer awareness initiative powered by IDEAL Energy Cooperative that promotes the value of choosing locally owned, independent fuel and HVAC service providers. Fuel-Local® is a registered trademark of IDEAL Energy Cooperative. www.fuel-local.com

About IDEAL Energy Cooperative

IDEAL Energy Cooperative is a member-owned purchasing cooperative serving independently owned fuel delivery, service, and HVAC providers across nearly two dozen states, including Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, and beyond. Through strategic partnerships, education, collaboration, and shared purchasing power, IDEAL helps its Member-Owners strengthen their businesses without giving up their independence. www.idealenergycooperative.com

About D.F. Richard

Founded in the wake of the Great Depression, D.F. Richard has been a family-owned energy provider for over 90 years. With a focus on customer satisfaction, safety, and community involvement, the company continues to evolve while staying true to its core values of service and integrity. D.F. Richard is based in Dover, NH, serves the NH and ME Seacoast region, and was named the Greater Dover Chamber of Commerce 2025 Business of the Year — as well as the 2025 Community's Choice Award winner for Propane, Gas & Oil Provider. D.F. Richard has also been voted Best of the Seacoast five years in a row. www.dfrichard.com

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Data Sources:

<https://www.eia.gov/states/overview>

<https://www.eia.gov/outlooks/steo/report/winterfuels.php>

<https://northeastgas.org/The-Pipeline-Post/Heating-Fuel-Source-By-State>