

---

## ACCCE launches commercial emphasizing coal in US economy

Thursday, 26 Mar, 2009

Earth Times reported that American Coalition for Clean Coal Electricity has launched a new commercial recently which underscores the role of affordable energy in promoting economic growth and prosperity.

Mr Joe Lucas senior vice president for communications with ACCCE said that "Our current economic crisis has called for our country to get back to the basics. Low cost energy creates jobs, promotes economic prosperity and helps provide some financial room for working families."

According to Mr Lucas, affordability is a major reason why coal will be a fuel for America's future.

Mr Lucas said that "Our campaign talks about how technology is making American coal a cleaner energy option, but we can't lose sight of the fact that coal is America's most abundant and affordable energy resource. We have more energy in the form of coal available right here at home than OPEC has oil and electricity produced by coal is one-third the cost of other fuels."

He said that American coal can and needs to remain an affordable energy option even as the industry takes steps to use new technologies to capture and store carbon dioxide in response to climate change concerns.

He added that "The fact remains, there has never been an environmental concern facing the coal-based electricity sector for which technology did not provide the ultimate solution. And just as we were able to bring new technologies to the marketplace to reduce traditional pollutant emissions, we should also seek to drive down the cost of advanced technologies to capture and store carbon emissions - thus giving the American consumer the added benefit of a cleaner environment and access to affordable energy to help rebound and grow our economy."

(Sourced from Earth Times.com)

For more news visit at [www.steelguru.com](http://www.steelguru.com)