

For immediate release: April 11, 2009

Women's Energy Matters Executive Director: Barbara George (415-457-1737)

Artist contact: Swami Beyondananda aka Steve Bhaerman (800) SWAMI-BE

Media Contact: Hannah Doress, 415-450-0110

Event date: May 3, 2009

**Pacific Gas & Electric Beset by "Karma Troubles"
Swami to Generate Laugh Power for Marin Clean Energy**

San Rafael – Pacific Gas & Electric has struggled with financial, ethical, managerial and environmental problems and now they can add "Karma Troubles" to the power monopoly's list of woes. "People think that PG&E will always be there to screw them," says Swami Beyondananda, the internationally-known "Cosmic Comic", "But enlightened beings know that everyone in the county can unscrew themselves by unplugging PG&E with Marin Clean Energy." [quoting Swami requires his permission, also if available he can make the release funny]

The Swami, known for his positive uplifting comedy on political and spiritual topics, will perform in San Rafael to raise funds for Women's Energy Matters (WEM). **The event, "Laugh! for a Change" takes place on Sunday, May 3rd at 7pm at the San Rafael Community Center at 618 B Street.**

Women's Energy Matters is a Marin-based nonprofit that helps regular people influence energy policy and take charge of their own energy future. WEM is a leading campaigner for Marin Clean Energy, the countywide plan to double solar & wind power, provide more local jobs, and stabilize electricity rates.

The Swami, whose shows typically draw packed or sold-out crowds, will include some new material that he has created just for this event. Advance tickets are only \$20 to make the event affordable. They are on sale now and people interested in attending can go to brownpapertickets.com and search "Swami". Tickets at the door are \$25 and VIP seating is \$50-100. Sponsors include Good Earth Natural Foods, Mac-Tech, The Pacific Sun and Ecological Options Network. For more information visit womensenergymatters.org or call 415-457-1737.

Attendees will also get information about how they can more than double the solar and wind power for everyone in Marin by supporting the Marin Clean Energy campaign and the work of Women's Energy Matters.

Women's Energy Matters' focus on making energy issues accessible to the general public made comedy a natural choice for an event. Executive Director Barbara George notes, "PG&E's recent 10% rate increase is not funny. With Global Warming at a critical point, PG&E's failure to meet the minimum state targets for renewable energy and energy efficiency is even less funny. Their history of generating toxic and radioactive wastes and refusing to clean up dangerous pollutants that have poisoned whole neighborhoods is *extremely* not funny. But Swami Beyondananda is amazingly funny.

And wouldn't it be funny if a joke-slinging Swami inspired us to make this energy Goliath go lieth down?"

"Cosmic Comic", Swami Beyondananda, is the alter ego of California-based nationally-syndicated writer and humorist Steve Bhaerman. Just a few of the titles of his books, CDs and DVD indicate that this seasoned, unique performer offers a refreshingly different kind of comedy: *Yogi From Muskogee*, *Don't Squeeze the Shaman*, *Duck Soup for the Soul*, *Tickling the Body Politic*, and ***Swami for Precedent: A 7-Step Plan to Heal the Body Politic and Cure Electile Dysfunction***. As always part of the show is participatory when Swami answers audience questions. The "turban-powered" comedian is beloved for leaving audiences feeling uplifted and empowered. In these serious times attendees of the Swami's shows report feeling seriously uplifted and relish the joy of laughing through an entire show. Those who have seen his hilarious take on Bush era shenanigans before the election, will want to be sure not to miss the Swami unique perspective on "political climate change". As always the Swami will field audience questions as part of his show.

More information about Women's Energy Matters and Marin Clean Energy follows:

Women's Energy Matters (WEM) is a Marin-based non-profit that helps regular people understand and influence energy policy. One of the best-informed energy policy organizations in California, WEM advocates on behalf of ratepayers, in statewide energy proceedings at the California Public Utilities Commission. In 2008 WEM put its expertise, advocacy and community organizing skills to work to help eight towns and the County make the choice to support Marin Clean Energy. With your support in 2009, WEM can help make community based power a reality for Marin in 2010! For more information, see www.womensenergymatters.org

Marin Clean Energy (MCE) is a County-wide program to more than double the renewable energy and energy efficiency for all electricity customers. It is the biggest single thing we can do to reduce greenhouse gases. MCE is being developed by a new agency (called the *Marin Energy Authority*), which the County and eight cities voted to establish in December 2008. It will purchase power for everyone who chooses to stay with the MCE program, while PG&E will continue to handle the power lines, billing and customer service.

Hannah Doress of Word Out Consulting is a Fairfax-based event producer known for promoting and producing frequently sold-out and standing ovation events – both as Events Programmer at the San Geronimo Valley Community Center and as an independent producer in other venues on both coasts since 1996.

###

Calendar listing: 112 words

The internationally-known “Cosmic Comic” Swami Beyondananda will perform in San Rafael to raise funds for Women’s Energy Matters (WEM). WEM is a Marin-based nonprofit that helps regular people influence energy policy. It is a leading campaigner for Marin Clean Energy — the countywide plan to double Marin’s solar and wind power, provide jobs, and stabilize electricity rates. The event, “Laugh! for a Change”, takes place Sunday, May 3rd at 7pm at the San Rafael Community Center at 618 B Street. Convenient lot and onstreet parking. Wheelchair accessible. Advance tickets are \$20, (\$25 at the door) and VIP seating is \$50-100. For more information and to buy tickets, go to www.womensenergymatters.org

75 words:

Swami Beyondananda, the internationally-known comedian, will perform at a fundraiser for Women’s Energy Matters and its work for Marin Clean Energy, the countywide plan to double Marin’s solar and wind power and stabilize rates. The event, “Laugh! for a Change”, takes place on Sunday, May 3rd at 7pm, San Rafael Community Center at 618 B Street, San Rafael. Advance tickets \$20; Tickets at door \$25. For more information and to buy tickets, go to www.womensenergymatters.org