



For Immediate Release

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WISCONSIN ENERGY CONSERVATION CORPORATION CELEBRATES 25th ANNIVERSARY

- Anniversary celebrates WECC's role in changing the energy efficiency landscape -

MADISON, Wis. (October 19, 2005) – The Wisconsin Energy Conservation Corporation (WECC) is celebrating 25 years of designing and implementing innovative energy efficiency programs and services. Since being founded in 1980, WECC has developed strong partnerships with a dedicated network of retailers, manufacturers, builders and contractors to help change the energy and energy efficiency landscape throughout Wisconsin and the Midwest.

WECC champions innovative energy initiatives that deliver short- and long-term economic and environmental benefits to consumers, businesses and policy makers. That mission is becoming increasingly important as regional and national energy reliance on finite natural resources and imported fuel continue to escalate. Through changing priorities of government, commercial and consumer interest, WECC has been working steadily to prove the value of energy efficiency and to make the conservation of resources a reality.

The programs WECC offers help maximize the energy efficiency of homes and buildings; provide consumers with high-quality, affordable opportunities to increase their energy efficiency and lower utility bills; aid in reducing the environmental impacts of energy use and promote economic development by increasing profitable opportunities for energy efficiency and renewable energy. The organization also affects energy savings through energy policy development, technical research, and education and training activities. For example, WECC has developed and delivered technical trainings under contract with Wisconsin's Low Income Weatherization Assistance Program since 1991.

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“Everyday, we are working to help consumers, businesses and communities make and understand energy efficient choices that can lead to significant and meaningful savings,” said Janet Brandt WECC Executive Director. “In doing so, we have accomplished a lot in our first 25 years but there are many hurdles that remain. We remain steadfast to expand the use of energy efficiency and renewable energy as cost effective, viable solutions throughout Wisconsin and the Midwest.”

For more information about WECC, call 800.969.9322 or visit weccusa.org.

About the Wisconsin Energy Conservation Corporation

Wisconsin Energy Conservation Corporation is a non-profit organization based in Madison, Wis. Established in 1980, WECC is a national leader in designing and implementing energy efficiency programs that partner with private businesses to deliver value to consumers. It champions innovative energy initiatives that deliver short- and long-term economic and environmental benefits to consumers, businesses and policy makers. For more information about WECC, call 800.969.9322 or visit weccusa.org.

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