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Focus on Energy Wins Inspiring Efficiency Education Award

- Midwest Energy Efficiency Alliance awards Focus on Energy Residential Program for raising energy efficiency awareness among consumers and students in Wisconsin -

MADISON, Wis. (September 29, 2004) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, received an Inspiring Efficiency Education Award from the Midwest Energy Efficiency Alliance (MEEA) at an awards ceremony September 28, in Chicago, Ill. The award recognizes organizations for their efforts to improve energy efficiency and reduce pollution in the Midwest. Award winners are selected from several organizations that participate in the national ENERGY STAR[®] program.

Focus on Energy was honored for its continued dedication to raising awareness of energy efficiency among adults and students by promoting homes and home products that use less energy. The award recognizes the achievements of three of Focus on Energy’s residential programs – the Wisconsin ENERGY STAR Homes program for new homes, the Home Performance with ENERGY STAR program for existing homes and the ENERGY STAR Products program, which promotes energy efficient lighting, appliances and other home products that have earned the ENERGY STAR.

The award also recognizes Focus on Energy’s work with the Wisconsin K-12 Energy Education Program (KEEP). This program helps students raise money for their schools through sales of ENERGY STAR qualified compact fluorescent light bulbs (CFLs). The students benefit by learning about energy efficiency and Wisconsin residents benefit because they are saving money on their energy bills.

“We are proud to be recognized for our efforts in promoting energy efficiency to the residents and students of Wisconsin,” said Janet Brandt, program director for Focus on Energy’s residential programs. “We have come a long way in accepting energy efficiency but there are many hurdles yet to overcome. Through our residential programs we are able to bring our message to Wisconsinites and help educate them about the economical and environmental benefits of being energy efficient.”

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Following are the Focus on Energy Residential Program highlights:

Wisconsin ENERGY STAR Homes

Over 3,400 Wisconsin ENERGY STAR Homes have been built and certified since the program's inception in late 1999. Together, these homes save enough electricity each year to light over 325 Wisconsin homes and prevent over 5,880 pounds of greenhouse gases from entering the atmosphere each year. Increasingly, homebuilders and home building associations are participating and recognizing that the Wisconsin ENERGY STAR Homes program helps build more comfortable, safe, durable and energy efficient homes.

Home Performance with ENERGY STAR

More than 2,100 home evaluations have been completed since the Home Performance with ENERGY STAR program's inception in 2001, resulting in 1,625 whole-house energy efficiency projects being completed. Together, these improvements have saved residents more than \$725,000 on their annual energy bills.

ENERGY STAR Products

Wisconsin residents snapped up ENERGY STAR qualified compact fluorescent light bulbs, clothes washers, room air conditioners and dehumidifiers during special promotions held throughout 2003. Together, these products will cut state residents' annual energy bills by \$3.7 million and reduce their yearly electricity consumption by more than 49 million kilowatt-hours – enough energy to light more than 4,900 Wisconsin homes for one year. From an environmental standpoint, these products will prevent the emission of more than 59,000 tons of carbon dioxide into the atmosphere each year – equal to the pollution generated by nearly 8,000 cars.

About Focus on Energy

Focus on Energy is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment and ensure the future supply of energy for Wisconsin. Since July 2001, the program has helped Wisconsin's businesses and residents reduce their annual energy consumption by more than 304.3 million kilowatt-hours (kWh) of electricity and more than 13.7 million therms of natural gas.

About the Wisconsin K-12 Energy Education Program

KEEP – a Focus on Energy program – works with educators and energy professionals to improve and

increase energy education in Wisconsin's public and private K-12 classrooms. More than 2,100 Wisconsin teachers have participated in KEEP activities to date. For more information about KEEP, visit www.uwsp.edu/keep or call 715-346-4770.

About the Midwest Energy Efficiency Alliance

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary, market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy and money, and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses.

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