

## **For Immediate Release**

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### **MAYOR CIESLEWICZ APPLAUDS WISCONSIN ENERGY CONSERVATION CORPORATION'S "SUSTAINABLE DESIGN" OFFICE BUILDING**

*- New headquarters is a shining example of green building science -*

**MADISON, Wis. (June 1, 2007)** – Mayor Dave Cieslewicz celebrated the environmentally conscious and sustainable design of Wisconsin Energy Conservation Corporation's (WECC) newly completed office building at an unveiling event on Thursday, May 31. Mayor Cieslewicz addressed the crowd and expressed his desire to see other Madison businesses follow WECC's example of taking an environmentally-responsible approach to constructing and upgrading their facilities.

"Each and every one of us is responsible for protecting the environment for future generations," said Mayor Cieslewicz. "I applaud WECC for taking on that responsibility with its new sustainable design office building and I'm grateful for its efforts to show other businesses in Madison and beyond how being environmentally-responsible can be a smart and affordable business decision."

WECC, a national leader in the design and implementation of energy efficiency and renewable energy programs, built its Madison, Wis., headquarters to demonstrate how companies can build high-performance, sustainable buildings economically. In order to achieve the goal of LEED Gold Level Certification, the WECC headquarters met high standards in the categories of water efficiency, sustainable sites, indoor environmental quality, materials and resources and energy and atmosphere.

"Creating a healthy, productive work environment while practicing environmental responsibility is not only the right thing to do - but very affordable, as well," said Janet Brandt, executive director of WECC. "We hope this building will serve as a classroom for today's innovators, as well as a representation of our mission."

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The energy efficient and renewable technologies incorporated into the building will reduce the corporation's energy expenditures and operating costs. High efficiency heating and cooling systems will reduce energy costs by 40 percent. Photovoltaic (PV) panels will generate about 14 percent of the building's electrical energy needs and solar panels will provide about 40 percent of the hot water needs. ENERGY STAR<sup>®</sup> qualified appliances were used exclusively because of their energy efficiency and economical benefits. In addition, innovative fixtures like dual-flush toilets and waterless urinals will help achieve a 30 percent reduction in water use.

In addition to using renewable and high efficiency technologies, the design team also used environmentally-responsible materials and took measures to minimize the site disturbance of the building. A combination of pervious paving and landscaping pavers allow rainwater to seep into the ground. Native plants on the site were retained to eliminate a negative impact on water quality, and two rain garden bioswales and a canopy roof garden will reduce water run-off and beautify the site. The wood used in construction was all certified by the Forest Stewardship Council, which encourages environmentally responsible forestry practices and even the reception desk was crafted from on-site, storm-damaged trees. In total, about 95 percent of the construction waste was recycled.

WECC's concern for the environment extends beyond the tangibles in the building and its design. Employees are encouraged to make environmentally-conscious choices such as alternative transportation, reuse of materials, turning off equipment when not in use and utilizing the company's hybrid vehicles.

To find out how your business can become more energy efficient in a new or existing building or to learn more about WECC's new office building, call WECC at (800) 969-9322 or visit [weccusa.org](http://weccusa.org).

**About the Wisconsin Energy Conservation Corporation**

Wisconsin Energy Conservation Corporation is a nonprofit organization based in Madison, Wis. Established in 1980, WECC is a national leader in designing and implementing energy efficiency and renewable energy 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](http://weccusa.org).

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