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Wisconsin Energy Conservation Corporation Recognized with Small Business Success Award

- Corporate Report Wisconsin honors WECC for its achievements -

MADISON, Wis. (October 25, 2007) - Wisconsin Energy Conservation Corporation (WECC) is being recognized by Corporate Report Wisconsin magazine with a Small Business Success award for its adaptation in a changing market. WECC was one of eight Wisconsin companies to be honored for its achievements.

The companies were chosen based on several criteria, but all eight winners shared a few common traits – demonstrating a commitment to their employees and tremendous energy in running their enterprises. Though each exhibited many qualities that contributed to their success, one quality for each company was profiled in Corporate Report Wisconsin’s October issue – for WECC that quality was “adapting to a changing market.”

WECC, a Wisconsin-based nonprofit is a national leader in the design and implementation of award-winning energy programs that help consumers and businesses make energy efficient and renewable energy choices. Its efforts over the past 27 years to simultaneously educate consumers and businesses about the benefits of renewable energy and energy efficiency and encourage companies to promote and sell high efficiency products and services were applauded by Corporate Report Wisconsin.

“Energy efficiency is a clear winner for Wisconsin, proven to provide substantial economic and environmental benefits, while reducing energy costs for consumers and businesses,” explained Janet Brandt, executive director of WECC. “We work with utilities, municipalities, government agencies, consumer groups and market providers to ensure energy efficient and renewable energy choices are available, affordable and practical for everyone.”

An awards ceremony for the Small Business Success award winners was held on Wednesday, Oct. 24 at Reeve Memorial Union on the UW-Oshkosh campus.

For more information about WECC, call (800) 969-9322 or visit weccusa.org.

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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.

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