

SAMPLE NEWS RELEASE ON ENERGY EFFICIENCY

Here is a news release that you can use during Public Power Week to educate residential consumers about using energy efficiently. To promote energy efficiency among your business customers, you could send a letter to local businesses or publish a notice with energy saving tips in the Chamber of Commerce newsletter. The American Public Power Association offers a variety of publications you can distribute including *Energy Matters in Your Home* and *Energy Matters for Small Business* guidebooks. For more information, visit www.PublicPower.org.

SIX TIPS TO SAVE ON YOUR ELECTRIC BILLS

(CITY, STATE), (Date) – *(Utility name)* is celebrating Public Power Week (#PublicPowerWeek), Oct. 1-7, with the American Public Power Association, the 68 members of the Missouri Public Utility Alliance, and more than 2,000 other community-owned, not-for-profit electric utilities that collectively provide electricity to 49 million Americans. To mark this week, *(utility name)* offers a few tips on how to save energy and money in your home, while caring for the environment:

- Plug energy leaks with weather stripping and caulking, and be sure your house is properly insulated — you can save up to 20 percent on heating/cooling bills, and make your home more comfortable.
- Clean or change filters regularly. A dirty furnace or air conditioning filter will slow airflow and make the system work harder to keep you warm or cool.
- Install a programmable thermostat to save up to 10 percent on cooling and heating costs.
- Wash clothes in cold water. Heating the water in a washer uses 90 percent of the energy used to wash clothes. According to Energy Star, by switching to cold water, you can save \$30-\$40 every year.
- Use energy-efficient light bulbs including halogen incandescents, CFLs, and LEDs to reduce energy use by as much as 80 percent.
- Turn off all lights, appliances and electronics not in use. Better still, use a power strip and turn off devices and lights that are not in use to cut standby power, to save \$100 a year on your electricity bill.

“We know that using energy wisely to lower monthly electric bills is important to *(community name)* residents,” said *(name and title of manager)*. “While we are sharing these tips during Public Power Week, we hope our community will keep an eye on energy efficiency all year round.”

(Utility name) offers a variety of programs to help you use energy wisely. *(List utility sponsored programs or services such as energy audits, rebate programs, etc.)*

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