



## **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](http://www.PublicPower.org).

### **TIPS TO SAVE ON YOUR ELECTRIC BILLS**

(CITY, STATE), (Date) – (Utility name) is celebrating Public Power Week (#PublicPowerWeek), Oct. 3-9, along with the American Public Power Association and more than 2,000 other community-owned, not-for-profit electric utilities that collectively provide electricity to 49 million Americans. This year, we recognize the people behind public power. Our dedicated staff from various departments care about helping customers receive the most optimal services, at a low cost. To mark Public Power Week, (utility name) offers a few tips on how to save energy and money in your home, while caring for the environment and the community we live in:

- 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 incandescent, 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.
- To save energy at home, replace incandescent bulbs with energy saving lights. LED lights use up to 90% less energy than incandescent bulbs while lasting up to 25 times longer
- Conserve energy by turning off and unplugging all electrical devices that aren't in use.

“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.”



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*(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.)*