



## **SAMPLE NEWS RELEASE ON ENERGY EFFICIENCY**

**Here is a news release that you can use during Public Power Week to educate customers 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. 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 Oct. 6-12, along with the American Public Power Association and approximately 2,000 other community-owned, not-for-profit electric utilities that collectively provide electricity to 54 million Americans. This year, we are focusing on our immense sense of pride in providing reliable, affordable, sustainable, and customer-focused service to our community. To mark Public Power Week, *(utility name)* offers a few tips on how to save energy and money in your home as we build for the future:

- According to the Alliance to Save Energy, the average U.S. home uses 70 light bulbs. Even though modern bulbs are energy efficient, you should still turn them off when they aren't in use.
- Swap out old incandescent bulbs for new LED bulbs. According to the Department of Energy, residential LEDs -- especially ENERGY STAR-rated products -- use at least 75% less energy, and last up to 25 times longer, than incandescent lighting
- Heating and cooling your home uses a lot of energy. Set your thermostat lower in the winter and higher in the summer to save energy and money on your power bill.
- Unplug appliances when you aren't using them. Even when they aren't being used, they are sometimes drawing "phantom power," which wastes energy.
- Your home's water heater is a big energy user. Make sure to use cold water when you can and turn off the hot water while you are scrubbing your hands.
- Consider asking your utility about a home energy audit. Energy efficiency experts can use special equipment to find things around your home—like air leaks—that may be costing you energy and money.

“We know that using energy wisely to lower monthly electric bills is important to *(community name)* residents. And we recognize that even as our utility builds for the future we encourage our customers to do their part to help save energy,” 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 as we work to provide a reliable, safe, affordable, and renewable power supply.”

*(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.)*