



..... **for immediate release** .....

**Media Contact:** Mark Treichel  
Hoffman York  
(414) 225-9554  
mtreichel@hyc.com

.....

**Focus on Energy Seeks Nonprofit Community Partners  
to Promote Energy Efficiency and Renewable Energy in the WPS Service Area**  
*- Nonprofits will be eligible to earn financial incentives; proposals due February 10, 2010 -*

**MADISON, Wis. (January 13, 2009)**—Focus on Energy, Wisconsin’s statewide resource for energy efficiency and renewable energy, in partnership with Wisconsin Public Service, today announced a pilot program which aims to partner with nonprofit community service organizations in Green Bay or Wausau to promote energy-saving products and practices to WPS residential and business customers. Eligible nonprofits must respond to the request for proposal (RFP) by February 10, 2010 to be considered.

This RFP is an opportunity to measure how well nonprofit community service organizations can perform as outreach partners for Focus on Energy. Through a competitive bid process, Focus and WPS will select a total of two to four organizations from Green Bay and Wausau. The pilot program is open to all types of community-focused nonprofit groups, from scout troops and student organizations to Rotary Clubs and sustainable community committees.

Selected organizations will earn financial incentives for influencing the purchase and implementation of energy-saving projects. The organizations’ customers will earn standard Focus on Energy financial incentives for efficiency projects per normal Focus procedures. The projects may include installing insulation, high-efficiency furnaces and boilers, renewable energy projects, and more.

“At Focus on Energy, we’re always looking for new ways to reach Wisconsin residents and business owners,” said Kathy Kuntz, director of energy programs at Focus on Energy. “This pilot program offers a great opportunity for nonprofit community service organizations in

**FOCUS ON ENERGY ANNOUNCES OPPORTUNITY GRANTS FOR WPS CUSTOMERS TO COMPLETE INNOVATIVE ENERGY-SAVING PROJECTS**

- PAGE 2 -

Green Bay and Wausau to earn financial incentives for promoting energy efficiency. We're excited to partner with interested groups to affect real energy savings in Wisconsin."

To learn more about the RFP, call (800) 762-7077 or visit [focusonenergy.com/wps](http://focusonenergy.com/wps).

**About Incentive Eligibility**

This Focus on Energy program is funded by Wisconsin Public Service (WPS) as a result of the "decoupling" rate agreement between WPS and the Citizens Utility Board. Only WPS customers that currently receive service under this rate agreement are eligible for these enhanced program offerings. This includes most residential and small business customers; excluding large commercial, industrial, and seasonal customers. WPS business customers must verify eligibility by calling their account executive or the Business Solutions Center at (877) 444-0888.

**About Focus on Energy**

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources, and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control the state's growing demand for electricity and natural gas. For more information, call (800) 762-7077 or visit [focusonenergy.com](http://focusonenergy.com).

# # #