



focus on energysm

The power is within you.

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Wisconsin's Energy Experts Answer Your Questions on New Interactive Web Site

- Focus on Energy offers easy and accessible answers about energy efficiency on new Web site -

MADISON, Wis. (April 27, 2009) — What's the best way to reduce my home's cooling costs? Are there tax credits available for my renewable energy project? What's the most energy efficient hot water heater? Could new lighting fixtures save my business money? These are among the thousands of questions Wisconsin residents are asking themselves every day. Thankfully, there's an easy and accessible resource where they can get their energy questions answered, as Focus on Energy has launched a new interactive Web site titled 'Ask Focus on Energy' (askfocusonenergy.com).

"The purpose of the Web site is to fulfill the public's growing desire for easily accessible information on the timely topic of energy," said Kathy Kuntz, program director for Focus on Energy. "Given the economic and energy climate, consumers and businesses are now, more than ever, looking to learn how energy efficiency and renewable energy relates specifically to their needs."

How the Web site Works

When you visit the 'Ask Focus on Energy' Web site you have the opportunity to submit a question, or search other questions that may relate to your area of interest. Once your question is submitted, if it is similar to a question already on the site, the answer will immediately appear. However, if your question is unique from any on the Web site, it will be sent to a panel of Focus on Energy experts for review. If your question is selected, it will be answered by one of our experts and posted on the Web site.

As so many people have similar questions and shared interests, you can also search a variety of energy-related topics to see what other people are asking. And to stay even more connected, you can now find Focus on Energy on Facebook and Twitter. These communities allow you to stay up-to-date on the questions and answers being added to the new Web site, as well as get regular energy saving tips.

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“To date Wisconsin residents and businesses have saved nearly \$200 million dollars in annual energy costs with help from Focus. This number could be much higher, as there are millions of homes and businesses in Wisconsin that are eligible for technical and financial assistance from Focus on Energy,” continued Kuntz. “Hopefully the Web site will make people more aware of the significant energy saving potential in their homes and businesses. The answer to saving money and energy is out there — all you have to do is ask.”

Want to learn more about energy? Ask the team with energy in its name, Focus on Energy, by visiting askfocusonenergy.com.

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.

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