



**focus on energy**<sup>sm</sup>

*The power is within you.*

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

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**Focus on Energy Invites Industrial Businesses in and Around Lake Mills to FREE Lunch Meeting**

*- Area business to learn how energy efficiency can help improve their bottom line -*

**MADISON, Wis. (June 15, 2009)** – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, is holding a free “Save Energy, Save Money” lunch meeting in Lake Mills for area industrial businesses. Small and mid-sized industrial businesses in the Lake Mills and surrounding area are invited to attend to learn about reducing energy costs, improving their bottom line and taking advantage of Focus’ expertise and cash incentives.

**WHO:** Small and mid-size industrial businesses in and around the Lake Mills area

**WHAT:** Organized in partnership with your local utility, Focus on Energy is providing a FREE “Save Energy, Save Money” lunch meeting to discuss energy efficiency and how to save money at small and mid-sized industrial facilities.

**WHERE:** Carp’s Landing  
103 S. Main Street  
Lake Mills, WI 53551

**WHEN:** Noon, Thursday, June 25, 2009

**WHY:** The “Save Energy, Save Money” lunch meeting will highlight the many ways your business can benefit from Focus on Energy’s free services and cash incentives. Discover NO-COST and LOW-COST ways to save energy and money. Eligible customers will receive a coupon good for a 50 percent incentive bonus on qualifying energy efficiency upgrades, up to \$1,000.

Enjoy a FREE lunch and enter a drawing to win a \$100 gift certificate from Ace Hardware and other great prizes.

**RSVP:** Alex Dodd  
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## Focus on Energy Outreach Meeting for Lake Mills Area Industrial Businesses

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Industrial businesses that cannot attend this lunch meeting can still receive a free energy assessment of their facility. Businesses can download and submit an energy self-assessment guide at [focusonenergy.com/industrialaudit](http://focusonenergy.com/industrialaudit). A professional energy advisor will analyze the efficiency opportunities and help prioritize the improvements that will reduce operating costs.

### **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).

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