



focus on energy[™]

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for immediate release

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Focus on Energy Funds Energy Education Through the Wisconsin Environmental Education Board

- Focus donates grant money for purpose of education -

MADISON, Wis. (July 17, 2008) – Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, has partnered with the Wisconsin Environmental Education Board (WEEB) and the Wisconsin K-12 Education Program (KEEP) to fund projects aimed at fostering energy education. Focus donated more than \$36,000 to be used as grant money awarded by the WEEB for education programs administered by KEEP.

Focus on Energy, KEEP and the WEEB share common goals of increasing the understanding and utilization of energy efficiency measures and renewable energy, resulting in a healthier environment and stronger economy in Wisconsin. Focus provides information, expert advice, training and financial incentives to residents and businesses that want to reduce energy consumption or use renewable energy. KEEP works to increase and improve energy education in Wisconsin’s K-12 schools. The WEEB spurs environmental education through distribution of grants by its 17-member board. In its 2008-2009 calendar year, the WEEB has awarded 66 grants totaling more than \$495,000 to nonpublic and public educational institutions, government units and nonprofit and nonstock corporations.

“Improving environmental quality in Wisconsin requires collaboration, and we are happy to support organizations like the WEEB that promote understanding of the benefits of energy efficiency and sustainability,” said Carrie Ziolkowski, program coordinator with KEEP. “Education is a key component to ensuring the future health of the environment and teaching people how their daily decisions affect environmental quality.”

Through its own program, Focus on Energy provides grants to individuals and groups who research the impact of energy use on Wisconsin’s environment. Focus offers additional financial support to Wisconsinites through financial incentives and Cash-Back Rewards on a variety of products and services that enhance energy efficiency or provide renewable energy. These include the purchase of heating, ventilating and cooling systems, solar hot water and wind systems, appliances and lighting to name a few. Incentives and financing options are also available for consumers who improve the energy efficiency of their homes or businesses.

To learn how Focus on Energy can help you, call (800) 762-7077, or visit focusonenergy.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.

About the Wisconsin K-12 Energy Education Program

The Wisconsin K-12 Energy Education Program (KEEP) was created to help promote energy education in Wisconsin. KEEP receives its primary funding through Focus on Energy. KEEP offers professional development opportunities, fun student involvement projects, educational energy resources, networking opportunities and more for Wisconsin's public and private K-12 schools. For information about KEEP, call (715) 346-4770 or visit www.uwsp.edu/keep.

About the Wisconsin Environmental Education Board

Initiated in 1990, the WEEB's mission is to "provide leadership in the development of learning opportunities that empower Wisconsin citizens with the knowledge and skills needed to make wise environmental decisions and take responsible actions in their personal lives, work places, and communities." For more information on the WEEB's environmental education grant program, including future grant opportunities, contact Administrative Specialist Ginny Carlton at (715) 346-3805 or weeb@uwsp.edu.

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