

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

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## **Is Energy Efficiency on Your Holiday Wish List?**

- *ENERGY STAR*<sup>®</sup> *qualified electronics mean savings for consumers* -

Is energy efficiency on your holiday wish list? It's something to consider if electronics are. Consumer electronics are responsible for more than 25 percent of household electricity use.\* So as you create your wish list or begin your holiday shopping, Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, suggests keeping energy efficiency in mind by looking for the ENERGY STAR. ENERGY STAR qualified electronics use less energy because they are the most energy efficient models available. Less energy used means you pay less on your energy bill and help protect the environment.

According to Bobbi Fey, Program Manager with Focus on Energy, many electronic items don't need to be turned on to use electricity. Many of these products feature indicator lights, clock displays and channel station and remote control memory that use electricity even when turned off. Electronics that have earned the ENERGY STAR use as much as 60 percent less energy to perform these functions, while providing the same performance—at the same price as less-efficient models.

“Since most electronic items are constantly using electricity, they are perpetually adding to pollution,” Fey explained. “In order to produce electricity, coal is burned at a power plant, which results in the emission of carbon dioxide, mercury and other substances that are harmful to the environment. The more electricity we use, the more greenhouse gases and pollutants we release into the environment and the more we spend on utility bills. It makes sense to invest in energy efficiency by looking for the ENERGY STAR when buying electronics—by doing so, you're actually giving everyone the gift of a healthier environment.”

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### **No Sacrifices Necessary**

Many people assume that by opting for energy efficient, ENERGY STAR qualified products, they have to sacrifice features or quality, or even pay a higher purchase price. “There are no sacrifices necessary in order to benefit from ENERGY STAR qualified products,” said Fey. “Home electronic products that have earned the ENERGY STAR feature the latest innovations in technology, are manufactured by some of the best name brands in the world and cost the same as conventional models.”

### **Better Technologies—Healthier Environment**

The average home has roughly two TVs, a VCR, a DVD player and three telephones. If these items were replaced with ENERGY STAR qualified models, there would be a reduction of more than 25 billion pounds of greenhouse gas emissions, the equivalent of taking more than 3 million cars off the road. Below are some additional facts about specific ENERGY STAR qualified electronic products:

#### **TVs**

- ENERGY STAR qualified TVs use about 30 percent less energy than standard units.
- You can find the ENERGY STAR on everything from standard TVs, to HD-ready TVs, to the largest flat-screen plasma TVs.

#### **VCRs**

- ENERGY STAR qualified VCRs use about 30 percent less energy than standard units.

#### **DVD Players**

- Similar to other types of home electronic products, Americans spend more money to power DVD players when turned off than when actually in use.
- If all DVD players sold were ENERGY STAR qualified, there would be a 6 billion pound reduction in air pollution—the equivalent of taking 75,000 cars off the road.
- When they're turned off, ENERGY STAR qualified DVD players use as much as 75 percent less energy than standard models.

## IS ENERGY EFFICIENCY ON YOUR HOLIDAY WISH LIST?

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### **Cordless Phones**

- If all cordless phones, answering machines and cordless phone/answering machine combination units sold in the U.S. this year were ENERGY STAR qualified, we would prevent more than 650 million pounds of air pollution—the equivalent of taking more than 7,000 cars off the road.
- Cordless phones, answering machines and combination units that have earned the ENERGY STAR use up to 65 percent less energy than standard models.
- Qualified models use less energy by incorporating improved energy performance features such as switch-mode power supplies and “smart” chargers.

### **The ENERGY STAR**

Earning the ENERGY STAR means a product meets strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the Department of Energy. The ENERGY STAR has been on products since 1992, and helps consumers identify products that operate on a fraction of the energy required by their standard-model counterparts. This reduction in energy consumption results in lower utility bills and fewer negative impacts on Wisconsin’s air, water and land.

For more information about ENERGY STAR qualified home electronic products or other energy saving opportunities, call Focus on Energy at (800) 762-7077 or visit

[focusonenergy.com](http://focusonenergy.com).

\*Energy Information Agency's 2006 Annual Energy Outlook - Table A4 - Residential Sector Key Indicators and Consumption.

### **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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**About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses.

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