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Wisconsin College Students Get Turned on to Energy Efficiency

MADISON, Wis. (September 3, 2008) - Colleges and universities throughout the state are offering a new twist on learning for their students – before classes had even begun. In partnership with Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, 29 Wisconsin colleges and universities have distributed or installed ENERGY STAR® qualified compact fluorescent light bulbs (CFLs) to students in residence halls. Using CFLs instead of standard incandescent bulbs will not only save the universities money on energy costs, but will contribute to tremendous energy savings for the state of Wisconsin, while educating the next generation of consumers.

“The participating universities are setting a great example for their students by demonstrating what it means to be stewards of the environment,” said Kathy Kuntz, Focus on Energy’s Energy Programs Director. “This is a great way for schools around the state and Focus on Energy to remind the next generation of utility customers how important it is to be energy efficient.”

With nearly 30 colleges and universities statewide participating in this program, the schools have distributed or installed almost 100,000 ENERGY STAR qualified light bulbs. If the CFLs are used for an average of three hours per day, the annual energy savings are over 5 million kWh—enough electricity to power about 500 Wisconsin homes for a year.

In addition to handing out or installing ENERGY STAR qualified CFLs, each school is providing students with information about CFLs and the impact even one bulb can have on utility bills, the environment and Wisconsin’s supply of natural resources. The schools have also shared information with their students about proper recycling of CFLs and how to clean up a bulb if it breaks.

“We are very cognizant of the need to incorporate lessons of environmental responsibility into the classroom, but know it’s important to extend that message beyond curriculum and into the daily lives of students,” explained Greg Wanek, senior electrical engineer for the UW System. “Changing from incandescent bulbs to CFLs is proof that “going green” doesn’t have to be time consuming or expensive. Hopefully that’s the mindset our students will embrace as they become our future leaders.”

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What are the Benefits of a CFL?

ENERGY STAR qualified CFLs use up to 75 percent less energy than standard incandescent bulbs. Switching the five most used bulbs in a home, dorm room or business to ENERGY STAR qualified CFLs can save about \$35 a year in energy costs. In addition, CFLs last up to ten times longer, which makes frequent changing of burnt out light bulbs a thing of the past. Not every CFL is equal though; Focus on Energy encourages Wisconsinites to look for the ENERGY STAR when purchasing their bulbs to ensure they are getting the most efficient, highest quality lighting product.

Who is Participating?

The following Wisconsin colleges and universities are working with Focus on Energy to distribute or install ENERGY STAR qualified CFLs to their students:

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| Beloit College | University of Wisconsin-Eau Claire |
| Carroll College | University of Wisconsin-La Crosse |
| Cardinal Stritch University | University of Wisconsin-Madison |
| Carthage College | University of Wisconsin-Milwaukee |
| Concordia University Wisconsin | University of Wisconsin-Oshkosh |
| Edgewood College | University of Wisconsin-Parkside |
| Lawrence University | University of Wisconsin-River Falls |
| Marian University | University of Wisconsin-Stevens Point |
| Marquette University | University of Wisconsin-Stout |
| Mount Mary College | University of Wisconsin-Superior |
| Northland College | University of Wisconsin-Whitewater |
| St. Norbert College | University of Wisconsin-Marathon County |
| Ripon College | University of Wisconsin-Richland |
| Silver Lake College | Viterbo University |
| | Wisconsin Lutheran College |

For more information about ENERGY STAR qualified CFLs or other ways to reduce energy use in a home, school or business, call Focus on Energy at (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.