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## **Financial Incentive Helps Homeowners Implement Energy Efficient Improvements**

**MADISON, Wis.** (October 2, 2006) – As part of Governor Jim Doyle’s Energy Help Initiative, Focus on Energy is offering a \$50 Cash-Back Reward on work completed as a result of an energy evaluation done through the Home Performance with ENERGY STAR® Program. This incentive will provide homeowners financial compensation on the completion of energy efficient improvements to their homes. More importantly, by taking advantage of this incentive homeowners are not only saving money, they are helping Wisconsin work toward energy independence and cleaner air and water for future generations.

“As energy costs remain high, it is important for homeowners to prepare for the upcoming heating season by reducing their energy use. By having an energy evaluation and making the recommended improvements, homeowners could see significant savings for years to come,” said Bob Pfeiffer, Focus on Energy’s program manager for the Home Performance with ENERGY STAR Program. “Furthermore, this added Cash-Back Reward is proof of how important having these improvements done is to Wisconsin’s energy future.”

From Oct. 1, 2006 through March 31, 2007 anyone who has had an energy evaluation by a consultant who partners with the Home Performance with ENERGY STAR Program is eligible for the \$50 Cash-Back Reward. Once the evaluation is done, participants must complete the recommended improvements suggested by the consultant. In addition, the homeowner must have the work done by a contractor who partners with the program, or if it’s a self-install, under the consultant’s guidance.

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## **FINANCIAL INCENTIVE HELPS HOMEOWNERS**

**-PAGE 2-**

After the recommended improvements have been completed, the consultant will return to the home to re-evaluate and test to ensure the contracted work was done properly. The consultant will then complete a Cash-Back Reward form and the homeowner should receive the \$50 within eight weeks. Last year, homeowners who had an energy evaluation and implemented the recommended improvements saved an average of **\$450** on their utility bill in the first year. This offer is also available to those that schedule a Home Performance with ENERGY STAR Program energy evaluation, complete the measures and have the post-testing visit before March 31, 2007.

To find out more about the Home Performance with ENERGY STAR Program, including details on Cash-Back Rewards, eligibility requirements and names of consultants partnering with the Home Performance with ENERGY STAR Program, visit [focusonenergy.com](http://focusonenergy.com) or call 800.762.7077. For more information about Governor Doyle's Energy Help Initiative visit [energyhelp.wi.gov](http://energyhelp.wi.gov) or call 800.522.3014.

### **About Focus on Energy**

Focus on Energy is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment and ensure the future supply of energy for Wisconsin. Since July 2001, the program has helped Wisconsin's businesses and residents cut their annual utility bills by more than \$98 million – reducing their energy consumption by more than 811 million kilowatt-hours and more than 40 million therms of natural gas. For more information, call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).

### **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.

### **About Energy Help**

Governor Doyle's Energy Help Initiative is a comprehensive plan to help Wisconsin residents and businesses facing rising energy costs. This initiative: sets a goal to work with neighboring states to reduce natural gas consumption to help bring down the price; brings energy conservation information together into one source; and makes additional funds available to help residents improve the energy efficiency of their homes. For more information, call 800.522.3014 or visit [energyhelp.wi.gov](http://energyhelp.wi.gov).

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