

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

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**Mayor Schmitt Urges Green Bay Residents To Lower Utility Bills Through
Energy Efficient Lighting**

*- ENERGY STAR[®] qualified compact fluorescent light bulbs are an easy way to reduce energy
use and utility costs -*

GREEN BAY, Wis. (October 2, 2006) – Green Bay Mayor Jim Schmitt emphasized the importance of saving energy and cutting utility costs by changing out the five most used bulbs in his home to ENERGY STAR qualified compact fluorescent light bulbs (CFLs) while encouraging Green Bay residents to do the same. Mayor Schmitt’s challenge to Green Bay is part of Focus on Energy’s 2006 “Change a Light, Change Wisconsin” campaign, which is aimed at reducing the state’s energy consumption and utility costs through the use of energy efficient ENERGY STAR qualified CFLs.

Throughout its 2006 “Change a Light, Change Wisconsin” campaign, the state’s energy efficiency and renewable energy initiative is challenging residents to change out their five most frequently used light fixtures — or bulbs in them — with ENERGY STAR qualified CFLs, which use up to 75 percent less energy and last ten times longer than standard incandescent light bulbs. Focus on Energy suggests the five bulb changes be made in the kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp.

To make the switch easy, Focus is offering a \$2 instant Cash-Back Reward per bulb on purchases made from October 1 through November 30, 2006, or while supplies last. Qualified CFLs are being sold for as little as \$0.99 at select retail locations including ACE Hardware, Do It Best, Menards, Mills Fleet Farm, True Value Hardware and ShopKo.

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MAYOR SCHMITT URGES GREEN BAY RESIDENTS TO LOWER UTILITY BILLS THROUGH ENERGY EFFICIENT LIGHTING

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For more information about the “Change a Light, Change Wisconsin” campaign, or to find the locations of area retailers participating in the program, call Focus on Energy at 800.762.7077 or visit focusonenergy.com.

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.

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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