



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

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Mayor Barrett Urges Milwaukee 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 -

MILWAUKEE, Wis. (November 14, 2006) – Milwaukee Mayor Tom Barrett emphasized the importance of saving energy and cutting utility costs by replacing standard incandescent light bulbs with ENERGY STAR qualified compact fluorescent light bulbs (CFLs) in homes and offices. The Mayor led the charge by changing out the light bulbs in his office to CFLs and pledging to change out the five most used bulbs in his home while encouraging Milwaukee residents to do the same. Mayor Barrett’s challenge to Milwaukee 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, Wisconsin’s statewide 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 at select retail locations including ACE Hardware, Do It Best, Menards, Mills Fleet Farm, True Value Hardware and ShopKo, while supplies last.

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MAYOR BARRETT URGES MILWAUKEE 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 \$129 million – reducing their energy consumption by more than 931 million kilowatt-hours of electricity and more than 47 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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