



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

Media Contact: Robyn Nowak
Hoffman York
(414) 225-9520
rnowak@hyc.com

.....

Home Energy Efficiency Program Offers Assistance to Senior Citizens During Tough Economic Time

- Eligible homeowners can receive no-cost home energy evaluations, program pays for 90 percent of improvements -

MADISON, Wis. (Nov. 17, 2008) — It’s no surprise that in today’s economy many seniors are faced with some tough decisions. Their fixed incomes make meeting the financial demands of medications, food, gas and high heating bills increasingly difficult. Fortunately, Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, can help. Focus’ Targeted Home Performance with ENERGY STAR® will pay 90 percent of the cost of energy efficiency improvements for eligible limited-income homeowners with incomes between 150-250 percent of the poverty level, including seniors, to increase the comfort and safety of their homes — resulting in energy cost savings for years to come.

“While many people can benefit from Targeted Home Performance with ENERGY STAR, it is often seniors who fit into our qualifying requirements,” said Suzanne Harmelink, program manager for Focus on Energy. “By participating, they have the tremendous opportunity to affordably make their homes more comfortable while reducing their energy use, which can truly enhance their quality of life.”

What are the benefits?

Affordability. By participating in Target Home Performance with ENERGY STAR, seniors could lower their energy use through efficiency improvements, making their energy bills more within their means. Paying less for energy adds up to extra money that could be used in other areas.

Increased comfort. Targeted Home Performance with ENERGY STAR makes improvements such as sealing air leaks and adding insulation. Improvements like these allow the homeowner to maintain a comfortable temperature without the high heating bills.

- more -

Aging in place. The energy efficiency improvements will not only make the homeowner's energy costs more manageable and the home more comfortable, they can improve the durability of the home. This is especially important to seniors as many look forward to staying comfortably and safely in their homes for years to come.

What is Targeted Home Performance with ENERGY STAR?

Targeted Home Performance with ENERGY STAR offers qualifying homeowners a no-cost energy evaluation performed by a qualified program provider. Depending on the results of the evaluation, the home may receive one or more energy efficiency improvements, such as adding insulation, finding and eliminating drafts, replacing an inefficient heating system, installing energy efficient lighting and more. Targeted Home Performance with ENERGY STAR will pay 90 percent of the costs of the energy efficiency improvements — the homeowner pays just 10 percent.

The program is available to homeowners with limited incomes (between 150-250 percent of the poverty level) who are customers of participating electricity and natural gas providers. To be eligible, homeowners must provide proof of all household income for the last three full months, as well as proof of ownership of the residence.

“It is my hope more seniors will take advantage of this program; unfortunately, many are unaware that it is available to them,” said Harmelink. “This is why it is important for everyone to know about the resources out there for seniors, so we can pass it on to our loved ones.”

Homeowners wishing to apply for Targeted Home Performance with ENERGY STAR are encouraged to call Focus on Energy at (800) 762-7077 or visit focusonenergy.com to download an application.

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.

###