



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

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## **Marathon Electric Promotes Energy Efficiency Through Employee Compact Fluorescent Light Bulb (CFL) Sale**

*- Focus on Energy helps Marathon Electric employees realize the benefits of energy efficiency -*

**WAUSAU, Wis. (November 29, 2006)** – Marathon Electric believes the sustainability of its surrounding Wisconsin communities is as important as its own corporate community. As a show of support for its community, Marathon Electric hosted an employee CFL sale at its Wausau facility as a part of Focus on Energy’s “Change a Light, Change Wisconsin” campaign promoting energy efficient lighting. Marathon Electric, who was recently awarded \$50,000 in grant money from the city of Wausau to enhance quality and efficiency, wants to give back to the community through employee education about the importance of energy conservation.

With the help of Focus on Energy, Wisconsin’s statewide energy efficiency and renewable energy initiative, Marathon Electric challenged its employees to replace the five most used light bulbs in their homes with ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulbs (CFLs). Qualified CFLs use up to 75 percent less energy than standard light bulbs, last up to ten times longer and changing out the five most used bulbs in a household can result in a savings of up to \$60 a year in energy costs. In fact, if every Wausau resident took the challenge to change out five bulbs, the city would see an annual savings of \$376,939 in energy costs and would save enough energy in the first year of use to power 647 homes.

Focus on Energy’s \$2 instant Cash-Back Reward per bulb offered as part of their “Change a Light, Change Wisconsin” campaign, made it possible for Marathon Electric employees to purchase CFLs for as little as \$0.99 each. Marathon Electric employees responded enthusiastically by purchasing over 2,500 ENERGY STAR qualified CFLs during the sale. The

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**MARATHON ELECTRIC PROMOTES ENERGY EFFICIENCY THROUGH EMPLOYEE COMPACT  
FLUORESCENT LIGHT BULB (CFL) SALE**

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savings from these bulbs equal approximately \$12,000 in annual utility costs and a reduction in energy use of 127,750 kWh, which is equivalent to the environmental impact of removing 21 cars from the road each year.

“Marathon Electric is committed to enhancing its business operation and creating a better environment for its employees by promoting and adopting energy efficient practices,” said Karl Hilker, Lighting Program Manager. “Focus on Energy is proud to work with a company like this who understands the importance of giving back to the community by reducing energy consumption and protecting the environment for future generations.”

To learn more about Focus on Energy, or to find local retailers offering Focus on Energy’s \$2 instant Cash-Back Reward on qualifying CFLs, call 800.762.7077 or visit [focusonenergy.com](http://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](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.

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