



Customizing a News Release

- Customize the news release provided with information about your business.
- Use the success story to highlight a success you have had with a homeowner (if you are a builder) or a builder (if you are a consultant).
- The company release allows you to share information about your business and what you do with your community.
- Mail, fax or email this to the editor of your local newspaper, radio or TV station to let them know about your business.
- Follow-up in a few days with a phone call to the media to inquire if they have any questions or would like any additional information.
- The more the media feels you're available to talk to, the more likely they are to do an article on your business or call on you for a testimonial or opinion to quote.

News Release

Company name/logo

[Company Logo Here]

Contact information:
name, title, phone
number, e-mail

MEDIA CONTACT:

[Consultant First and Last Name]
[Company Name]
[Phone number]; [E-mail address]

Dateline: city, state,
date of release

[City] Residents Enjoy Efficiency, Comfort of
Wisconsin ENERGY STAR® Homes

-Wisconsin ENERGY STAR® Homes Program gives homeowners peace of mind-

[CITY, Wis., (Date)] – Building a new home is one of the biggest investments most people will make. Because of this, it's not surprising that more builders like [Builder Name] of [city, Wis.] are turning to [Company Name] and the Wisconsin ENERGY STAR Homes Program to construct homes that are more comfortable, safe, durable and energy efficient.

As a consultant organization that partners with the Wisconsin ENERGY STAR® Homes Program, [Company Name] offers builders real solutions to ensure their homes are designed, built and performance tested to exceed nationally recognized and proven construction standards.

One of the principle reasons [Builder Name] decided to work with [Company Name] is because of [primary reason for working with the consultant]. [Insert quote from builder, for example: "We were already building our homes energy efficiently but by working with [Company Name] and the Wisconsin ENERGY STAR Homes Program, we are able to provide the additional peace of mind to our customers that they are moving into their dream home," said [First name Last name, Title for Builder Name].

[Company Name]'s evaluation of [Builder]'s new construction process includes building site visits, to verify the building plans, specifications and construction details. In addition, once the homes are finished [Company Name] conducts a series of performance tests such as air-tightness, ventilation and combustion safety.

[Include quote from consultant on importance of /advantages of performance testing. For example: "Low air infiltration means better construction, and combined with controlled ventilation, this provides for greater building durability and increased energy efficiency," said [Consultant First and Last name, title with Company Name].

According to [Builder Name], participating in the Wisconsin ENERGY STAR Homes Program is a good business decision. "I can't think of a reason not to work with the program, the

Company name

Examples of services

Company background
information