

MEDIA CONTACT:

[Name of contact]

[Company Name]

[Phone number]; [E-mail address]

FOR IMMEDIATE RELEASE

[Company Name] Becomes Focus on Energy Market Provider

- Company is a resource for Wisconsin residents and businesses looking to implement renewable energy -

[City, Wis.], [Date] – [Company Name] is proud to announce they have joined Focus on Energy’s Renewable Energy Market Provider Program. In addition to educating Wisconsin residents and businesses about the benefits of renewable energy, the program is a way for renewable energy businesses and professionals to promote their services with the help of Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative.

As a Focus on Energy Market Provider, [Company Name] has access to a number of services such as a highlighted listing in the renewable energy yellow pages directory on focusonenergy.com, use of the the Focus on Energy logo, assistance in gaining publicity for notable installations, and training and educational opportunities. Eligible Market Providers may also qualify for cost shared cooperative advertising.

Name of Company, how long they’ve been in business and a description of the services the company offers.

"[Company Name] is dedicated to making renewable energy accessible for Wisconsin residents and businesses," said [spokesperson name], [spokesperson title] with [company name]. "By partnering with Focus on Energy we will be able to extend our reach and get more people to start thinking about renewable energy. By installing more renewable energy systems we are not only strengthening our businesses, we are making a positive impact on our environment."

Focus on Energy’s Renewable Energy Program strives to make renewable energy an attainable option by encouraging Wisconsin residents and businesses to investigate and adopt renewable energy sources such as solar, wind and biomass. It seeks to raise awareness, provide training, technical assistance and financing, enhance marketing and support the installation of renewable energy systems across Wisconsin. The program also offers technical assistance, site

assessments, and maintains active lists of renewable energy contractors. Financial incentives are also available for eligible residents and businesses to install renewable energy systems.

"A growing number of Wisconsin residents and businesses are using renewable energy systems to reduce their energy bills and keep our air and water cleaner for future generations," said Don Wichert, program director for Focus on Energy's Renewable Energy Program. "Focus on Energy is making renewable energy an easy option by creating a healthy supply chain of market providers and energy experts, both in-state and from across the country, to help Wisconsin residents plan and install renewable energy systems."

To learn more about the Focus on Energy Renewable Energy Program and how your business can become a Market Provider, visit focusonenergy.com or call (800) 762-7077.

About the Focus on Energy Renewable Energy Program

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus on Energy's Renewable Energy Program seeks to raise awareness, provide training and financing, enhance marketing, promote technical assistance and support the installation of renewable energy technologies across Wisconsin. For more information call (800) 762-7077 or visit focusonenergy.com.

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 get 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.

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