

**[Company Logo Here]**

**MEDIA CONTACT:**

**[First and Last Name]**

**[Company Name]**

**[Phone Number]**

**[Email]**

FOR IMMEDIATE RELEASE

**[COMPANY NAME] SAVES [SERVICE AREA] RESIDENTS ENERGY AND MONEY**

*-[Company Name] offers (product or service) to help manage energy bills -*

**[CITY, Wis., (Date)]** – **[Company name]** has helped many area homeowners make smart money saving decisions by offering **(product or service)**. **[Company name]**, along with Focus on Energy, Wisconsin utilities’ statewide program for energy efficiency and renewable energy, offers homeowners real solutions that save energy and money, and help protect the environment.

**[For Consultant Use—Home Performance with ENERGY STAR®]** Providing a whole-house approach to improving the energy efficiency of existing homes, **[Company name]** performs home evaluations that include a comprehensive visual and diagnostic inspection of the home, from insulation levels in the attic and walls, to hidden air leaks, and heating and cooling systems. After the evaluation, **[Company name]** recommends energy-efficiency improvements and can help homeowners decide which projects will make the most sense for their home and budget. They can also recommend a qualified contractor to perform the improvements, and will follow up with a post-test to verify the contracted work was done properly. With the help of **[Company name]** and the Home Performance with ENERGY STAR Program, homeowners learn how to take control of their energy use—saving them money on energy bills while increasing the comfort, safety, and durability of their home.

**[For Consultant Use—Focus on Energy New Homes Program]** **[Company name]** works with Focus on Energy and area builders to provide new homeowners with high performing homes that save energy and money. **[Company name]** is a consultant for the Focus on Energy New Homes Program and partners with builders who are also part of the Program. A Focus New Home provides proof that new homes meet strict criteria for energy efficiency, air tightness, insulation, ventilation, and safety. **[Company name]** makes sure of it with two site visits, including framing and insulation verification, performance testing, and an official certification process. A homeowner can also request a consultant to work with a non-program builder to

review plans, make site visits, and to certify the home upon completion. All of these things add up to a home that is more comfortable, durable, safe, and energy efficient. A Focus Hew Home is between 10 and 100 percent more energy efficient than a home built to Wisconsin's Uniform Dwelling Code, and [Company name] can help new homeowners achieve these results.

**[To use for apartment and condos]** Through the Apartment & Condo Efficiency Services Program, Focus on Energy works with [Company name] to provide owners and managers of apartment and condominium buildings with the information needed to make good energy decisions, reduce labor and operating costs, address property and equipment concerns, and improve tenant comfort and satisfaction. An experienced program consultant from [Company name] will work with the owners and managers, providing an objective assessment of the building, and helping to identify cost effective ways to save money and reduce maintenance and energy costs.

### **[Company name] Has Long History of Helping Homeowners**

[Insert company information including when the company was founded and background, as well as what services or products the company provides. You can also include a quote from the company owner, manager, etc. about why helping customers save energy and money is important to your business. Quote format should look like this: "xxxxxxx," said First Name Last Name, Title of Company Name.]

For more information about [Company name] call [phone number] or visit [website]. To find out more about Focus on Energy, call **800.762.7077** or visit **focusonenergy.com**.

### **About [Company Name]**

[Brief description about the company, their services, accomplishments, and contact information. See examples below.]

### **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**.