

## **MEDIA CONTACT:**

Sarah Platt  
Director of Communications & Marketing  
608-230-7031  
[sarah.platt@focusonenergy.com](mailto:sarah.platt@focusonenergy.com)

## **FOR IMMEDIATE RELEASE**

### **More than 17,000 Wisconsin Residents Participate in Focus on Energy's New Express Energy Efficiency Program**

**MADISON, WI (July 18, 2017)** – Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, launched the Express Energy Efficiency program in 2012 to educate Wisconsin residents on how easy it can be to save money and energy in their homes by installing just a few, simple energy-efficiency products. To make the program even easier, Wisconsin residents can participate for free.

During its first year, Express Energy Efficiency technicians visited 17,213 Wisconsin homes in 69 communities and installed more than 168,000 compact fluorescent light bulbs, 54,000 water-saving kitchen and bathroom aerators and showerheads, and 14 miles of water pipe insulation. The program also reduced the water temperature on 5,000 water heaters and reduced water usage by over 107,000,000 gallons annually. According to usage statistics provided by the US Energy Information Administration, the energy savings achieved by the participants in the Express Energy Efficiency Program was enough to power over 1,000 homes for one year.

The program partnered with Stoughton Utilities to serve the utility's customers. "Our first year program's success and tremendous energy-savings was due to the dedication, support and participation of our partnering utility companies and organizations," said Dan Guse, senior operations manager for the Express Energy Efficiency Program. "We achieved an overall 8.8 percent participation rate per community for the year and will look to build on that success moving forward."

**In Stoughton alone, the program helped over 550 homes, swapping out over 5,500 light bulbs, installing over 2,300 feet of pipe wrap and saving over 2.8 million gallons of water per year thanks to the installed water saving measures.**

The Express Energy Efficiency program is available to customers of participating Wisconsin natural gas and electric utilities who live in a residential home with three or fewer units. Program participants are eligible to have energy-savings products installed in their home for free, worth approximately \$100 in value.

The Express Energy Efficiency Program may be available in your area. For a list of participating and upcoming communities, visit [focusonenergy.com/express](http://focusonenergy.com/express) or call 1.855.533.8103.



**About Focus on Energy**

*Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program funded by the state's investor-owned energy utilities and participating municipal and electric cooperative utilities. Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus on Energy information, resources and financial incentives help to implement projects that otherwise would not be completed. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control Wisconsin's growing demand for electricity and natural gas. For more information call 800.762.7077 or visit [focusonenergy.com](http://focusonenergy.com).*

###