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CONTACT: Tara Tocco
GS&F
615-385-1100
ttocco@gsandf.com

COALITION FOR ENERGY STAR® WATER HEATERS PUTS INCENTIVES AT YOUR FINGERTIPS

Consumers Can Now Search for Local Water Heater Rebates in Participating States

BOSTON, MA. (January 18, 2010) – In an effort to make finding rebates on energy efficient water heaters easier, the Coalition for ENERGY STAR Water Heaters has added an energy efficiency program incentive database to its website. This new feature will allow consumers to search for rebates from local utilities on water heaters quickly and easily. Both the database and information about various types of ENERGY STAR water heaters can be found at www.eswaterheaters.com.

“With such a focus on energy efficiency in our economy right now, organizations from the federal government to local energy efficiency programs are offering rebates on ENERGY STAR water heaters,” said Kara Rodgers, senior program manager for the Consortium for Energy Efficiency (CEE) and spokesperson for the Coalition. “This new component to our website helps consumers avoid the clutter of a search engine and find rebates or incentives they may be eligible for offered by energy efficiency programs across the U.S. and Canada.”

Consumers can now access information about ENERGY STAR water heaters and incentive programs at the Coalition’s website to help them make an informed decision when purchasing a new water heater. Water heaters represent about 15 percent of the average household’s energy consumption. Upgrading to an ENERGY STAR water heater can help improve a home’s overall

CONTINUED ON BACK

energy consumption and help homeowners save money on utility bills. Consumers can also find rebates from states using ARRA funding at www.energysavers.gov/rebates.

A public relations and marketing campaign managed by CEE, the Coalition brings together manufacturers, industry associations and energy efficiency programs to support and promote ENERGY STAR qualified water heaters.

About CEE:

CEE is an award-winning consortium of efficiency program administrators from the United States and Canada that unifies program approaches across jurisdictions to increase impact in fragmented markets. By joining forces at CEE, individual electric and gas efficiency programs are able to partner not only with each other, but also with other industries, trade associations, and government agencies. Working together, administrators leverage the effect of their ratepayer funding, exchange information on successful practices and, by doing so, achieve greater energy efficiency for the public good. For more information, please visit www.cee1.org.

About ENERGY STAR:

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices. Today, the ENERGY STAR label can be found on more than 50 different kinds of products, new homes, and commercial and industrial buildings. Products and buildings that have earned the ENERGY STAR designation prevent greenhouse gas emissions by meeting strict energy efficiency specifications set by the government. In 2007 alone, Americans, with the help of the ENERGY STAR program, saved about \$16 billion on their energy bills while reducing the greenhouse gas emissions equivalent to those of 27 million vehicles.

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