



**FOR RELEASE FEBRUARY 27**

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**Energizing Indiana Helps Hoosiers Find Energy Savings**  
*Statewide media campaign launches for first-of-its-kind initiative offering home assessments, rebates and more to increase energy efficiency for homeowners, businesses and schools*

**Prods./eds. note: Video of television commercial and b-roll footage of a home energy assessment available upon request**

Indianapolis — Ever wonder how much of your heat escapes around drafty doors and windows in the winter? Hoosiers can now learn how energy efficient their homes really are through a new initiative called Energizing Indiana. A statewide advertising and social media campaign begins Monday, Feb. 27 to promote sign-ups for home energy assessments and other energy savings programs through Energizing Indiana.

“This is exactly the kind of program that we need to help Hoosiers take advantage of energy saving opportunities,” said Gov. Mitch Daniels. “Energizing Indiana will build partnerships between energy providers and energy consumers that can make a real difference in the way our state uses power. Consumers can put more money in their pockets and invest in the long-term benefits of energy efficiency.”

Many of Indiana’s utility providers have joined efforts with the Indiana Utility Regulatory Commission (IURC), the Indiana Office of Utility Consumer Counselor (OUCC) and consumer organizations in an unprecedented collaboration to offer comprehensive statewide energy savings programs, including Home Energy Assessments, lighting discounts, rebates for commercial and industrial properties, income-qualified weatherization and educational programs for schools.

Online signups and scheduling for the home energy assessments are now available at [energizingindiana.com](http://energizingindiana.com). The website also has links so that residents can follow the initiative on [Twitter](https://twitter.com/Energizing_IN) (@Energizing\_IN) and [Facebook](https://www.facebook.com/energizingindiana) (Facebook.com/energizingindiana).

In the first two months of the program more than 2,200 residents have already signed up for a Home Energy Assessment. In the next two years, Energizing Indiana has the potential to

reach more than 2 million Indiana homes and thousands of businesses. In just the first few years of the initiative, it can save enough energy to power more than 150,000 homes for 12 months.

The Energizing Indiana initiative also is hiring Indiana residents for management, administrative and technical positions from the state's workforce. In addition, when a home or business makes improvements, local professionals traditionally do the work – that means dollars spent on improvements stay in the community.

Nearly 90 percent of the state can participate in the program as customers of Duke Energy, Indiana Michigan Power (I&M), Indiana Municipal Power Agency (IMPA), Indianapolis Power & Light Company (IPL), NIPSCO, or Vectren.

“This is a first-of-its-kind collaboration for Indiana, one that will make it easier than ever for Hoosiers to save energy,” said Indiana Utility Consumer Counselor David Stippler. “Whether you're a residential consumer or running a business, Energizing Indiana can help. And the tools are easy to access and understand.”

Energizing Indiana programs are funded by utility rates and there are no separate fees to participate. Energizing Indiana programs include Residential Home Energy Assessments, Residential Lighting, School Education, School Building Assessments, Commercial & Industrial Prescriptive Rebates and Income Qualified Weatherization.

Residents, schools and businesses can visit [energizingindiana.com](http://energizingindiana.com) to sign up for programs and, most importantly, learn how to lower their energy consumption. Users can even view real-time updates on energy conserved and dollars saved.

“A visit to [energizingindiana.com](http://energizingindiana.com) gives you direct access to all of our programs and resources,” said Bob Nuss, Energizing Indiana managing director. “We created the programs to meet the many different needs of energy consumers; whether you live in a one-bedroom home or manage a 30,000-square-foot facility, we will show you how to make it more efficient and more comfortable. And, we have energy advisors across the state to work with you and guide you through the programs.”

For more information, visit [energizingindiana.com](http://energizingindiana.com) or call 1.888.446.7750.

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