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Energizing Indiana Offers Hoosier Homeowners Earth Day Opportunities
Thousands of Indiana residents have already taken advantage of home energy efficiency programs

Prods./eds. Note: Video of television commercial and b-roll footage of a Home Energy Assessment available upon request

Indianapolis—This Earth Day, Hoosier homeowners have an unprecedented opportunity to discover new and easy energy-saving ways to make a positive impact on the health of our planet.

Nearly 6,000 homeowners across the state have undergone Home Energy Assessments with Energizing Indiana since Jan. 2, the day the energy efficiency initiative began.

During a Home Energy Assessment, an advisor assesses a home's efficiency, a home's energy use, recommending efficiency improvements and installing several energy saving measures. These energy saving measures include replacing traditional incandescent bulbs with efficient compact fluorescent light bulbs (CFLs) (limit 9), installing low-flow faucet aerators (limit 3), installing low-flow shower heads (limit 2) and water heater insulation wrap (on electric water heaters only). Once the assessment is complete, the energy advisor creates a report for the homeowner listing steps he or she can take to improve the efficiency of the home. An energy-efficient home can lower energy consumption, improve air quality and increase the home's value.

Energizing Indiana is an innovative multi-utility, multi-year energy efficiency initiative that has the potential to reach over 2 million Indiana residences and thousands of businesses. The initiative offers comprehensive statewide energy efficiency programs such as home energy assessments, lighting discounts, rebates for commercial and industrial properties, income qualified weatherization and school education and assessments. In the first few years of the initiative, it can save enough energy to power over 100,000 homes for a year.

"The participation of homeowners across the state during the first three months of this program is evidence that Hoosiers are conscious of and eager to decrease their energy use, contributing to the well-being of our planet," said Bob Nuss, Energizing Indiana managing director. "They're excited to not only do their part in reducing their use of resources but also to see results through energy savings."

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Energizing Indiana programs are funded by utility rates, and there are no separate fees to participate.

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

“Earth Day is always a reminder that summer is not far away, which means higher summer electric bills are not far away, either,” said Indiana Utility Consumer Counselor David Stippler. “This is the perfect time to sign up for a home energy assessment and get more tools that will help you control your energy use.”

For more information on this initiative and for energy saving tips, visit www.energizingindiana.com.

SIDEBAR: Ten easy ways to save energy this Earth Day

1. Call 1.888.446.7750 or visit www.energizingindiana.com to sign up for your Home Energy Assessment.
2. When shopping, look for Energizing Indiana displays featuring ENERGY STAR® lighting products at your local retailers.
3. Replace standard light bulbs with CFLs.
4. Unplug all electronics when they're not in use.
5. When possible, wash clothes in cold water.
6. Check and replace dirty furnace and air-conditioner filters on a regular basis.
7. Use all major appliances early in the morning or late at night.
8. Avoid placing lamps or televisions near the air-conditioning thermostat.
9. Keep the refrigerator temperature between 35°F and 38°F and the freezer at 0°F.
10. When purchasing new appliances and electronics, look for the ENERGY STAR label.

To sign up for your Home Energy Assessment, visit www.energizingindiana.com and click on the “Residential Home Energy Assessments” tab, or call 1.888.446.7750.

Want to know more ways to save energy in your home? Energizing Indiana is tweeting and posting to Facebook home energy savings tips. Follow Energizing Indiana on Twitter @Energizing_IN or check out its Facebook page at www.facebook.com/EnergizingIndiana.

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