



**FOR IMMEDIATE RELEASE 1-20-14**

**Media Contact:**  
**Amanda Craft**  
**812-320-2634**  
**acraft@hiron.com**

## **Energizing Indiana Helps Hoosiers Save Energy During the Cold Weather**

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

INDIANAPOLIS — With the cold temperatures comes increased demands for energy, which can drive up energy costs. Energizing Indiana can help residents become more energy efficient, lowering energy costs and making progress toward a healthier environment in 2014.

Thanks to Energizing Indiana's energy efficiency programs and education efforts, Indiana has already saved more than 800 million kWh of energy since January 2012 — enough energy to power more than 64,000 homes for a year — but they want even more homeowners, businesses and schools to reap the benefits.

"Indiana residents are stepping up and making a difference, but energy efficiency is something we can all contribute to and we look forward to helping even more people use energy wisely this year," said Bob Nuss, managing director for Energizing Indiana. "Getting a home energy assessment is a good place to start, and there are many low-cost or no-cost measures that you can implement right away."

More than 100,000 homeowners have received home energy assessments from Energizing Indiana, giving them the tools needed to start saving by decreasing energy usage and raising the home's performance. Hoosiers have also purchased more than 6 million energy-efficient light bulbs through Energizing Indiana's deep discounts at local retailers, and Indiana businesses have received more than \$25 million in incentives for energy-efficient upgrades to lighting and equipment.

Energizing Indiana's programs promote energy efficiency in diverse and comprehensive ways, to reach as many Hoosiers as possible.

"The start of the year is the perfect time to make a commitment to energy efficiency in our homes and businesses," said Indiana Utility Consumer Counselor David Stippler. "Energizing Indiana's programs make it simpler and more convenient than ever for consumers throughout the state to take the steps that will add up to energy savings."

Energizing Indiana partners with local utilities to make programs available to electric customers of Duke Energy, Indiana Michigan Power (I&M), Indianapolis Power & Light Company (IPL), NIPSCO and Vectren.

To sign up for a Residential Home Energy Assessment and learn about other Energizing Indiana programs, visit [energizingindiana.com](http://energizingindiana.com) or call 1.888.446.7750. Energizing Indiana is also on Twitter (@Energizing\_IN) and Facebook (Energizing Indiana).

**SIDEBAR: *Ten ways to be energy conscious in 2014***

1. Replace standard light bulbs with CFLs or LEDs.
2. During the winter, set the switch on your ceiling fans to clockwise to push warm air down that has pooled at the ceiling.
3. When possible, wash clothes in cold water.
4. Change furnace filters every couple of months.
5. Use high-efficiency faucet aerators and showerheads.
6. Use all major appliances early in the morning or late at night.
7. Avoid placing lamps or televisions near thermostats.
8. Seal air leaks around doors and windows.
9. Keep the refrigerator temperature between 35°F and 38°F and the freezer at 0°F.
10. When purchasing new lighting, appliances and electronics, look for the ENERGY STAR ® label.

**About Energizing Indiana:**

Energizing Indiana is a united effort by the Indiana Office of Utility Consumer Counselor, participating utilities and consumer organizations to offer comprehensive statewide energy efficiency programs. The Energizing Indiana initiative began Jan. 2, 2012, and was created to help utilities achieve the significant energy savings required by an Indiana Utility Regulatory Commission order. Energizing Indiana programs are funded by utility rates, and there are no separate fees to participate.