



**PUBLIC EDUCATION CAMPAIGN LAUNCHED CALLING FOR INCREASED
ENERGY EFFICIENCY ACROSS THE STATE**

August 9, 2005 – It took just one month into this summer for Connecticut to break an all-time record high for electricity usage and just a week after that to break the new record. Today, the Connecticut Energy Efficiency Fund (CEEF) launched a powerful public education campaign calling for immediate and continuing actions to reduce energy consumption by increasing energy efficiency.

“Each and every one of us can take simple steps at work and at home to reduce the amount of electricity we use without sacrificing comfort or convenience,” said Consumer Counsel Mary J. Healey, whose agency is the State’s advocate for utility ratepayers, who fund the CEEF. “Energy efficiency measures can result in economic and environmental benefits for our state, and mitigate strain on our electric infrastructure.”

This summer’s high temperatures and oppressive humidity have added to the urgency of the energy efficiency awareness campaign. There’s lots we all can do on our own to be more efficient and to keep our costs down, “savings without sacrifice” is our mantra, according to Richard Steeves, chairperson of the Board that oversees CEEF. The mission of CEEF is to design and implement programs and enlist participation of businesses and residents through incentives and other measures.

The public awareness campaign includes mass media advertising and a new web site (CTSavesEnergy.org) that will serve as the central resource for energy efficiency information and programs to assist energy consumers. The advertising campaign includes television, radio and

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Public Education Campaign

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print advertorials with a strong call to action for residents and businesses to visit the web site to learn more about specific actions and energy efficiency programs. Both the advertising and web site were launched today.

“The campaign equips people with the power to be energy efficient by making smarter energy choices and influencing usage behaviors,” said Steeves. “Ultimately, the web site will evolve and include interactive tools and elements for both residents and businesses to further demonstrate the benefits of energy efficiency and provide an ongoing resource for all energy consumers.”

CEEF, formerly known as the Connecticut Conservation and Load Management Fund, was created through legislation passed in 1998. Energy Efficiency programs are funded by the Conservation Charge on customer bills. In 2004, customers of the States’s electric distribution companies contributed \$90 million, of which \$72 million went to the CEEF. Last year alone, CEEF Programs generated a savings of 291 million kWh, and over their lifetime, those measures save over \$210 million. For more information, visit CTSavesEnergy.org.

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