



**FOR IMMEDIATE RELEASE**

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**GOV. RITTER ANNOUNCES ENERGY EFFICIENCY AND CONSERVATION CAMPAIGN**

Gov. Bill Ritter today announced the kickoff of a statewide energy efficiency and conservation campaign called "The New Energy Economy: Bringing It Home," which will feature television and radio advertisements to educate homeowners, individuals and consumers about low-cost and simple steps to save energy.

"We are bringing the New Energy Economy home to Coloradans," Gov. Ritter said. "This campaign offers simple steps that any of us can take to save energy and money. Small changes in how we use energy make big differences in reducing energy costs and carbon emissions."

Gov. Ritter said the campaign will provide basic advice and tips on how to save money at home and at work:

- **"Turn it Down!"** Install and use a programmable thermostat or adjust the temperature down when you aren't at home. Programmable thermostats can save up to \$150 a year in utility bills.
- **"Unplug it!"** Unplug electronics, such as cell phone chargers, when not in use, or install a power strip for controlling devices such as computers, TVs and entertainment systems. Seventy-five percent of electricity used by electronic devices is while the products are turned off.
- **"Turn it Off"** Turn off the lights when leaving a room and install energy efficient compact fluorescent lights (CFLs). CFLs use about 75 percent less energy than standard lights and last 10 times longer.
- **"Take a Ride"** Gov. Ritter and Denver Mayor John Hickenlooper ask you to "Take a ride, share a ride, or ride." Besides getting exercise, you can save money on gas and vehicle maintenance by riding a bike. Relax on the bus or catch up with friends when you carpool.

"The goal of this campaign is to help homeowners and consumers across the state to take control of their energy use by starting with these simple steps," Gov. Ritter said. "These tips are aimed at helping consumers save money on utility bills and at the gas pump, and they will protect our environment by reducing our carbon emissions."

[Click here](#) to view the kickoff TV ad. To learn more about other energy saving tips and programs, visit the Governor's Energy Office at [www.colorado.gov/energy](http://www.colorado.gov/energy).

This campaign is funded by the Clean Energy Fund and the U.S. Department of Energy.

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