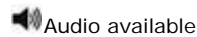


For Immediate Release

CONTACT

Andy Farmer
Andy.Farmer@scc.virginia.gov
(804) 371.9141

Christina Pratt
cpratt@golinharris.com
(202) 585.2647



[Virginia Energy Sense Releases PSA, Offers Online Energy Assessment Tool to Help Virginians Keep Energy Use Down as the Summer Months Heat Up](#)

Part of effort to reduce statewide electricity use 10% by 2022

RICHMOND, July 13, 2012 -- Virginians overwhelmingly agree: conserving energy and lowering utility costs are especially important given the state of the economy and environment, according to a new survey of residents across the Commonwealth. Virginia Energy Sense, the state-wide consumer education and outreach program, is doing its part to educate Virginia consumers on how to do just that.

As part of the education effort, three television [public service announcements](#) will encourage consumers to “value your power” through easy, low-cost steps and by using a new online [Home Energy Test](#). This new feature allows homeowners to easily evaluate their home’s energy use in just a few minutes. Their answers lead to a report that suggests ways they can save energy.

The PSAs will air through the summer in all seven of the Commonwealth’s media markets.

“We know Virginians want to save money and conserve energy, it’s just a matter of education and action,” said Andy Farmer, the Virginia Energy Sense program manager. “I hope the PSAs will encourage people to take small steps to save energy and seek out information on how to make their homes more energy efficient.”

“Whether they visit our site to take the online home energy assessment or simply switch to more efficient light bulbs, every step counts,” he added.

In 2008, Virginia set a voluntary goal to reduce electricity consumption by ten percent from 2006 levels by 2022.

Hart Research conducted the survey to gauge the importance of energy efficiency to Virginians. The response was overwhelmingly positive but many residents were unaware of the goal set by the Commonwealth and short on knowledge on how to help accomplish it.

Through efforts like this summer’s PSAs, the online energy audit tool, and participation in community events, Virginia Energy Sense hopes to educate Virginia consumers about the Commonwealth’s



important goal and how they can make their homes, schools and workplaces more energy efficient in order to help achieve it.

About Virginia Energy Sense

Virginia Energy Sense is the Commonwealth's state-wide consumer education and outreach program under the guidance of the State Corporation Commission. It was created by the General Assembly to help Virginia residents understand how to save energy at home, work and school in support of the state's goal to reduce energy consumption by 10%. Virginia Energy Sense believes saving energy just makes good sense and encourages all Virginians to "value your power." The program provides tools and information to help consumers understand their energy bill and take action to reduce it. Consumers can turn to the Virginia Energy Sense website (www.virginiaenergysense.org) or follow us on [Twitter](#) or [Facebook](#) to learn about energy efficiency and renewable energy, find ideas that "make sense" and explore financial [incentives](#) that "save cents."