



**FOR IMMEDIATE RELEASE – 10/2/2024**

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## **Gov. Evers Proclaims Energy Efficiency Day**

**MADISON, WI** – In partnership with the Public Service Commission of Wisconsin (PSC) and FOCUS ON ENERGY®, Wisconsin’s statewide energy efficiency and renewable energy program, Governor Tony Evers proclaimed **October 2, 2024, “Energy Efficiency Day.”**

“Whether it’s conserving water, biking or walking to work, or making energy upgrades to the home, no matter how small the effort may seem, every Wisconsinite can contribute to the state’s energy sustainability efforts and help us work toward a brighter, cleaner future,” said Gov. Evers. “Today and every day, I encourage folks to take advantage of our new rebate programs and learn how to be smart, conscious energy users.”

Energy efficiency advocacy groups from around the United States celebrate the entire month of October as ‘Energy Awareness Month’ and take time on “Energy Efficiency Day” to celebrate all the programs, new technologies, and people working to build a more sustainable energy future.

Earlier this year, Wisconsin became the first state in the nation to launch the new [Home Efficiency Rebate Program](#) and simultaneously announced the creation of the forthcoming [Home Electrification and Appliance Rebates Program](#). Both are administered by Focus on Energy and are working to deliver cost-saving rebates to households undertaking whole-home energy improvements.

“Energy efficiency and renewable energy investments create jobs, strengthen our economy, upgrade our infrastructure, and improve our environment,” said Public Service Commission of Wisconsin Chairperson Summer Strand. “For over 20 years, Focus on Energy’s programming and incentive offerings have provided cash rebates, skilled contractors, energy efficient equipment, data collection and assessment, administrative resources, and more to Wisconsin families and businesses. This well-established partnership has helped our state make these beneficial investments and progress toward our energy efficiency and renewable energy goals.”

[The 2023 independent evaluation of Focus on Energy found:](#)

- Focus on Energy returns \$3.75 to Wisconsin’s economy for every \$1 invested.
- Overall energy savings increased 22.5% in 2023.
- Focus on Energy helped businesses and residents save 7.5 billion lifecycle kilowatt hours and more than 390 million lifecycle therms which is enough energy to power 947,950 homes for a year.
- Participant overall satisfaction (residential and nonresidential) was 9.4 out of 10, a metric that has demonstrated consistently high satisfaction over the past several years.
- Wisconsin avoided generating 6.8 million tons of carbon dioxide – equivalent to taking 1.6 million cars off the road in one year.

“Wisconsin values the help Focus on Energy provides,” said Focus on Energy Managing Director Lisa Stefanik. “As more of the country moves towards reducing energy waste in their own states, Wisconsin is a shining example of what is possible because of all the work we have done since 2001.”

[Read the full proclamation.](#)

[Learn more about the Wisconsin companies saving energy and money](#) by partnering with Focus on Energy and participating utilities.

### **About Focus on Energy**

Focus on Energy is Wisconsin’s statewide energy efficiency and renewable resource program funded by the state’s investor-owned energy utilities and participating municipal and electric cooperative utilities. Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy products. Focus on Energy information, resources, and financial incentives help to implement projects that otherwise would not be completed. For more information, call 800.762.7077 or visit

[focusonenergy.com](http://focusonenergy.com).

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