

ALLIANCE TO SAVE ENERGY



Campaign Update
vol. 2

On Thursday, February 22, 2007, the Alliance to Save Energy, together with several of its 31 Power is in Your Hands campaign partners, conducted an energy-efficiency home makeover to Alejandro Porath's residence in Albuquerque, New Mexico as part of its 6° Challenge campaign.

The 6° Challenge is a key element of the Power is in Your Hands campaign and includes a new interactive website, www.sixdegreechallenge.org, which encourages families and communities across the country to "take the challenge" and begin saving both energy and money.

The 6° Challenge teaches that simple energy-saving behavior can result in increased comfort at home, a better environment, greater energy security and significant economic savings.

Speakers at the event included: Rep. Heather Wilson (R – NM); Ben R. Lujan, Commissioner, New Mexico Public Regulation Commission; Joseph Montoya, Deputy Director, New Mexico Mortgage Finance Authority; Dr. Bruce Perlman, Chief Administrative Office, City of Albuquerque; Mike Richards, President, Home Builders Association of Central New Mexico; Terry Horn, VP for Customer Service, PNM; Denise McCourt, Director of Membership, American Petroleum Institute (API); and Alliance President Kateri Callahan.

The Power is in Your Hands campaign, www.powerisinyourhands.org, brings together business, industry, utilities, trade associations, federal agencies, and community groups with the goal of arming consumers with the information and tools they need to manage their home energy bills.

CMC Energy Services and Concept One conducted a free energy audit and determined that upgrades would save the Porath family \$630 a year. The Dow Chemical Company and Knauf Insulation (together with local company Garrity Insulation) provided GREAT STUFF™ sealant and insulation. Programmable thermostats and compact fluorescent light bulbs (CFLs) were supplied by Honeywell and OSRAM SYLVANIA. Rinnai was responsible for the tankless hot water heater. Niagara Conservation donated door sweeps, weather stripping, and two low-flow toilets, switch and outlet gaskets, showerheads and sink aerators. Outside the home, API supplied certificates for tune-ups to the family cars.

In addition to coverage obtained in the *Albuquerque Tribune*, *Albuquerque Journal*, local CBS and Univision affiliates as well as extensive radio coverage, New Mexico Lieutenant Governor Diane Denis issued a press statement in support of the 6° Challenge and a "House Memorial" has been introduced in the State Legislature honoring the Power is in Your Hands and Alliance to Save Energy.



Power is in Your Hands partners kick off the event.



Congresswoman Heather Wilson and homeowner Alejandro Porath.



Donated home efficiency products on display.