



**FOR IMMEDIATE RELEASE**

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**Governor Evers, PSC and Focus on Energy  
Recognize Energy Efficiency Day**

MADISON – Today, Governor Tony Evers, the Public Service Commission of Wisconsin (PSC), and Focus on Energy join hundreds of energy efficiency advocacy groups and organizations from around the United States to recognize Energy Efficiency Day on Wednesday, October 6, 2021. In partnership with the PSC and Focus on Energy, Governor Evers proclaimed the day as [Energy Efficiency Day](#) throughout Wisconsin.

“Energy efficiency remains by far the most cost-effective way to reduce demand for energy and avoid the construction of costly power plants and transmission lines,” said PSC Chairperson Rebecca Cameron Valcq. “To reach the state and utilities’ shared goals of electricity consumed in Wisconsin to be carbon-free by 2050, energy efficiency programs like Focus on Energy will play a pivotal role.”

“Energy efficiency saves money, creates jobs, and cuts pollution statewide, and that’s critical as we strive to build a healthier, more sustainable future,” said Gov. Evers. “I was glad to proclaim today Energy Efficiency Day and to celebrate all the good work Focus on Energy has done over the last 20 years to ensure we are building that future for our families, our communities, and our state.”

This year the State of Wisconsin celebrates the 20th anniversary of the [Focus on Energy](#) program, which partners with 107 utilities across the state to help local communities reduce energy waste. Since 2011, Focus on Energy has delivered more than \$1 billion worth of net economic benefits to Wisconsin and creates more than 1,000 jobs each year. In 2020, more than 128,000 homeowners and 6,100 businesses participated in Focus on Energy Programs.

“Governor Evers tasked the state to increase energy efficiency projects in homes, businesses, manufacturers, agriculture, and local and state government entities,” said Focus on Energy Interim Director Monica Thilges. “Thank you, Governor Evers, for the Energy Efficiency Day Proclamation and for recognizing the need to cut energy waste.”

Focus on Energy’s most recent [independent evaluation](#) revealed that the Program generated \$87,807,752 in health benefits for Wisconsin in 2019, accumulated by reduced emissions. The same report showed that program participant satisfaction with Focus on Energy reached 9.3 on a



10-point scale in 2019 and found every \$1 invested in Focus on Energy generates \$4.80 in benefits for Wisconsin, including economic benefits, reduced energy costs, and reduced pollution.

A link to the Governor's official proclamation can be found [here](#). For more information regarding Energy Efficiency Day, you can visit <https://energyefficiencyday.org/>.

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