



FOR IMMEDIATE RELEASE

Wednesday, April 14, 2010

CONTACT

Todd Hartman, 303-866-2262, todd.hartman@state.co.us

**'Recharge Colorado' campaign opens morning of April 19;
GEO announces web address, call center number**

***Coloradans can save money, energy with rebates, one-stop website;
GEO partners with utilities, local governments and service providers***

The Governor's Energy Office (GEO) will be offering rebates for various energy upgrades beginning 8 a.m. April 19 as part of the state's 'Recharge Colorado' campaign.

Residents can tap into the campaign at www.RechargeColorado.com, where they can reserve a rebate on-line. As a supplement to the web site, a call center will also be available at 1-800-462-0184. *Please note: The web site and call center will not be operational until 8 a.m. April 19. There will be no information at the web address or call center number prior to that time.*

The GEO and its local partners expect brisk consumer action, particularly for ENERGY STAR dishwashers, clothes washers and refrigerators. The ENERGY STAR appliances account for about 16,000 of the rebates available. In light of that, it's important for consumers statewide to have realistic expectations and recognize the "sweepstakes" nature of the program.

The Recharge Colorado website and call center were developed to help people across the state learn how to make energy savings a simple part of their everyday lives. The new site will offer personalized energy planning tools and a comprehensive, first-of-its-kind database that will pull in energy-related information from around the state. The site will also help consumers find the latest rebates on energy-efficient appliances, insulation and solar power, the simplest ways to weather-proof their homes at the lowest cost and the newest energy innovations and opportunities available where they live.

Recharge Colorado creates a one-stop clearinghouse of information and resources by bringing details about products, rebates, tax breaks and other benefits offered by the Governor's Energy Office, utilities and local governments across Colorado to a single place. The Recharge Colorado campaign is also teaming with the Better

Business Bureau to help consumers connect with the many outstanding energy efficiency and renewable energy service providers.

"We want citizens to plug into our Recharge Colorado campaign, and learn what they can do to save money and create jobs," said Governor's Energy Office director Tom Plant. "This comprehensive resource will give Colorado residents the opportunity to participate in energy conservation in a way that no other state can currently offer."

For more detailed information about the Recharge Colorado rebates prior to April 19, visit the GEO website at www.colorado.gov/energy.

Rebates overview:

Through the Recharge Colorado campaign, the Governor's Energy Office, utilities, cities and counties across the state are partnering to offer money-saving rebates and programs to enable Coloradans to participate in the New Energy Economy. Rebates can be reserved through the Recharge Colorado website beginning April 19 and will be available until the money runs out. Rebates include:

- Replacement appliance rebates for clothes washers, refrigerators and dishwashers
- Home upgrade rebates such as insulation, furnaces and water heaters
- Solar electric and hot water rebates and wind rebates

The GEO and its partners are providing roughly \$18 million worth of rebates for Colorado with this program. The money is expected to provide approximately 75,000 rebates, including about 16,000 rebates for ENERGY STAR refrigerators, dishwashers and clothes washers.

#
