



Hints For Homeowners

Easy Ways To Save Money

(NAPSA)—Saving energy saves you money. That's the message of a new series of public service announcements (PSAs) launched by the U.S. Department of Energy (DOE) and the Ad Council.

The announcements offer great energy-saving tips such as switching from traditional lightbulbs to energy-saving lightbulbs, adjusting the thermostat at night or while outside the home, as well as purchasing appliances and products that have earned the ENERGY STAR® designation. The PSAs were created pro bono by Texas-based advertising agency GSD&M.

EnergySavers.gov Website Information

"Americans spend about \$2,000 per household on energy every year—but many of them could save a few hundred of that without changing their lifestyle," said Energy Secretary Steven Chu. "Many American families can take simple steps to reduce their energy bill, while making their homes more comfortable, and use that money for something they really need or want."

The PSAs direct homeowners to www.energysavers.gov, where they can find tools and information to help them make their homes more efficient. According to the DOE, here are a few ways you can save energy:

- Upgrading 15 of the inefficient incandescent lightbulbs in your home could save you about \$50 per year. ENERGY STAR®-qualified LEDs use only 75–80 percent of the energy and last up to 25 times longer than the traditional incandescent bulbs they replace.

- In a typical U.S. home, appliances and home electronics are responsible for about 20 percent

Save Energy.
SAVE VACATION.



Saving Energy SAVES YOU MONEY. ®

Using ENERGY STAR®-qualified appliances can save homeowners money.

of the energy bills. Using ENERGY STAR®-qualified appliances can save homeowners money.

- You can save around 10 percent a year on heating and cooling bills by turning your thermostat back 10° to 15° for eight hours a day. Use a programmable thermostat to make sure you are only conditioning your home when you need to be.

The TV PSAs are viewable on the DOE's YouTube channel located at www.youtube.com/usdepartmentofenergy and the Ad Council's YouTube channel at www.youtube.com/adCouncil.

In an effort to further the reach of the campaign online, the DOE and the Ad Council launched a social media program on Facebook, Twitter and YouTube.

Campaign Background and Statistics

To see tips and the ads prepared as part of the campaign, visit www.energysavers.gov.

