

STATE OF NEW YORK

Public Service Commission

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JUMPSTARTING NY'S ENERGY EFFICIENCY REVOLUTION — Effort Underway to Encourage Energy Efficiency Amongst Consumers —

Albany, NY—10/18/10—The New York State Public Service Commission (Commission) today announced that it is looking for a select group of New York households to help launch a whole new effort to help household members monitor their energy usage to help reduce or eliminate energy waste and lower their utility bills. The effort is aimed at starting a broader dialogue with other households on how they too can do the same.

The 250 households to be selected statewide to participate in the program will have an electricity monitor installed in their homes at no cost. Using their computers, participants in the Jumpstart NY initiative can observe how their homes use electricity in real-time. Online tools will help them spot wasted electricity and eliminate it through simple actions like unplugging appliances that are not in use or setting the thermostat at a lower temperature.

Participants will also be able to interact with other Jumpstart NY households through an online community, where they can share information and personal experiences. This initiative is the first phase of the Commission's education and outreach effort to help New Yorkers to reduce energy waste. A broader statewide campaign, of which Jumpstart NY is an integral part, will be introduced in the coming months.

The Jumpstart NY effort is being led by Commission staff under a contract administered by the New York State Energy Research and Development Authority. To learn more about the program and the eligibility requirements, visit www.jumpstartNY.org.