

## PRESS RELEASE

### **PIES EXTENDS THE ENERGY STAR® CHALLENGE TO DOWNTOWN DAVIDSON TO SAVE MONEY AND PROTECT THE ENVIRONMENT**

**March 24, 2010, Davidson, NC** - In another step toward improving energy efficiency, **Project for Innovation, Energy & Sustainability (PiES)** together with The Business Center @South Main Square has taken the U.S. Environmental Protection Agency's (EPA's) **ENERGY STAR Challenge** and is extending that challenge to the Town of Davidson as well as other downtown building owners and businesses to improve energy efficiency in all downtown public and private buildings.

The **ENERGY STAR Challenge**, launched by EPA in March 2005, calls for an energy efficiency improvement of 10 percent or more for the more than 5 million commercial and industrial buildings in the United States. Energy is often generated by burning fossil fuels, which emits greenhouse gases that contribute to global warming. Forty-five percent of U.S. greenhouse gas emissions are caused by buildings and industrial facilities. Making more efficient use of energy is the best starting point for reducing our carbon footprint and saving money. "Many of us are taking steps to improve energy efficiency at home but may not realize that there are opportunities to save where we work, shop, play, and learn, as well," said Kathleen Rose, Executive Director of PiES. "By making energy-efficient choices, we can reduce our energy use and save money while protecting the environment."

The Business Center, already an Energy Star Partner, together with the Town of Davidson recently received a grant from the **NC Energy Office** for improvements to the building, and dedicated a portion of its funding to providing education to other building owners and small business. "We are taking the Energy Star Challenge to the Community, by providing information, tools and resources through our Energy Star partnership to other downtown building and business owners". Today, leading companies realize that energy efficiency is not only the first step to being green, but is also smart business. Businesses, organizations, and governments that are leaders in energy efficiency use about 30 percent less energy than their competitors. "The Challenge is a win-win for building and business owners looking to save energy and improve the bottom line," continued Rose.

Through ENERGY STAR, and the NC Energy Office, **free technical assistance** is provided including building energy audits and other tools to assist building owners seeking energy grants to make building improvements for better energy efficiency. PiES together with the Town of Davidson will be hosting a series of **3 free seminars on Wednesday, April 21, 2010 at The Business Center @South Main Square at 9:00 am; 12:00 noon; and 7:00 pm** for business and building owners to learn about how/where to start. For further details and information, contact Kathleen Rose, PiES at 704-896-0094 or Sandy Kraugh, Town of Davidson 704-892-7592

ENERGY STAR was introduced by EPA in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through energy efficiency. Today, the ENERGY STAR label can be found on more than 60 different kinds of products, new homes, and commercial and industrial buildings.