**Insert Municipal/Green Team Logo Here**Customized text may be added, but it is recommended to not edit language in red

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| --- | --- | --- | --- | --- |
| **IMMEDIATE RELEASE** |  | **Contact:** |  |  |
| Date of Release |  | Main Contact | Phone | Email |
| Website address |  | Secondary Contact | Phone | Email |

**New Jersey’s Clean Energy Program**™ **— Direct Install  
Direct Install helps businesses lower energy bills and save energy!**

*[Municipality] teams up with [name of contractor] to make getting started easy!*

As part of [Municipality]’s ongoing sustainability efforts, the [Municipality] is encouraging local businesses to have a Direct Install assessment.

Created specifically for existing small to medium-sized facilities, the Direct Install Program is a turnkey solution that makes it easy and affordable to upgrade to high efficiency equipment. The program pays up to 80% of costs for energy-saving upgrade measures. Measures covered by the Direct Install program include lighting; heating, cooling & ventilation (HVAC); refrigeration; motors; natural gas systems; and variable frequency drives.

Energy-saving upgrade measures made through the Direct Install program usually pay for themselves within 1 to 3 years and businesses will see significant energy and cost savings for many years come.

Insert information about any additional incentives or financing available through your gas or electric utility.

Consider adding a local testimonial here, for example: The Township of Mayberry used the Direct Install Program to get $100,000 of energy-saving upgrade measures at a 70% price reduction, which resulted in a projected annual energy savings of $17,700. (See [*Best Practices for a Successful Commercial Energy Efficiency Outreach Campaign*](https://www.sustainablejersey.com/fileadmin/media/Actions_and_Certification/Actions/Commercial_Energy_Efficiency/Commercial_Energy_Efficiency_Best_Practices.pdf) document for tips on developing testimonial statements.)

The process starts with a free, no-obligation energy assessment of your building by a NJCEP-designated Direct Install contractor. Contact the NJCEP-designated Direct Install contractor for your area, [contractor name], to set up an energy assessment at (contact information for Direct Install contractor).

INCLUDE IF APPLICABLE: Learn more about incentives available to businesses by attending an information session [Date, Time, Location].

NJCEP offers an array of incentives that businesses can use alone or in combination with Direct Install. Businesses that have recently done HVAC equipment or lighting upgrades or have custom equipment needs should consider NJ SmartStart Buildings®, which offers rebates on individual upgrade measures and can be applied for retroactively. For more information about the full array of NJCEP incentives available to businesses, visit [NJCleanEnergy.com/CI](http://www.NJCleanEnergy.com/CI). Or substitute municipal webpage, if applicable.

Attach Images available for use by media, include captions below. If the outreach team doesn’t have images of local Direct Install activity, see toolbox for general images.

**IMAGE 1:** Enter Caption, list photo credit. *Sample text- (Name), owner of (name of business) shows off the new HVAC system installed as part of the (Name of Business) Direct Install project. Photo credit: John Doe***IMAGE 2:** Enter Caption, list photo credit.