**Insert Municipal/Green Team Logo Here**

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

**New Jersey’s Clean Energy Program**™ **— Home Performance with ENERGY STAR**® **(HPwES) helps residents 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/Mayor/Council] is encouraging residents to have a Home Performance with ENERGY STAR® home energy assessment.

Home Performance with ENERGY STAR® (HPwES) offers "whole house” solutions to reduce both a resident’s energy costs and your carbon footprint. Installing energy efficient upgrades in your home can save you up to 30% on energy costs and increase the comfort, safety, and durability of your home. New Jersey’s Clean Energy Program™ (NJCEP) offers up to $4,000 in rebates and zero- or low-interest loans towards energy efficiency upgrades through the Home Performance with ENERGY STAR® Program. Add sentence about additional financing options available through utility, if applicable.

The first step to participate in the HPwES Program is to have a home energy assessment performed by a HPwES Building Performance Institute (BPI) GoldStar certified auditor. [Municipality] has partnered with [name of contractor(s)] to make it easy.

For just $ XX (up to a $400 value), [name of contractor(s)] will conduct an in-depth home energy assessment to help identify opportunities to reduce resident’s energy costs. This home energy assessment will include a health and safety check for carbon monoxide levels, moisture issues, and indoor air quality problems.

Residents will receive a detailed written report that prioritizes and identifies energy-conserving fixes, with recommendations on how to proceed after inspecting for comfort issues, air sealing opportunities, insulation levels, heating system efficiency, cooling system/central air conditioning efficiency, and hot water system efficiency.

Add quote from mayor or another municipal notable about project.

To schedule a home energy assessment, contact [name of contractor(s)] at [contact information].

INCLUDE IF APPLICABLE: Learn more about incentives available to residents including the special offer for a home energy assessment available to residents of [Municipality] by attending an information session [Date, Time, Location].

More information about [Municipality]’s HPwES assessment offer is available at [link to municipal web page]. For complete information about HPwES and NJCEP incentives, including special incentives designed for low income residents, visit [NJCleanEnergy.com/residential.](https://www.njcleanenergy.com/residential)

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

**IMAGE 1:** Enter Caption, list photo credit. *Sample text- Mayor XXXX watching the blower door test conducted as part of her home energy assessment with name of assessment company. Photo credit: John Doe*

**IMAGE 2:** Enter Caption, list photo credit.