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## **MEDIA RELEASE**

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### **Ashwaubenon School District Encourages Earth Day Participation**

**Ashwaubenon, WI – April 16, 2013** – While the world celebrates Earth Day on Monday, April 22nd, Ashwaubenon School District faculty, staff and students can participate as well, each one with a strong sense of satisfaction at having done his or her part to control energy use. The school district has an active energy conservation program that has already achieved more than \$278,000 savings through a 15.7% reduction in energy use over 36 months.

That savings translates into significant numbers for Earth Day, too. Since the district began the program, energy consumption has been reduced by 8,809 MMBTUs. That reduction translates into the equivalent of 1831 tons of carbon dioxide removed from the atmosphere, or 329 passenger cars removed from the road, or 46,828 trees planted.

For Earth Day, the district plans to continue its efforts, and invites the public to join in. Hank Schmitt, Energy Education Specialist, said there are a number of resources available on the Internet that can help individuals learn how to save energy in their own homes. Links to those resources are posted on the district's website at [www.ashwaubenon.k12.wi.us/energyed.cfm](http://www.ashwaubenon.k12.wi.us/energyed.cfm). According to Schmitt, "It's important for all of us to save energy. While most of the time we discuss it in terms of saving money, for Earth Day we encourage you to be concerned with our natural resources. Being good stewards of both our money and our environment gives us a great sense of satisfaction."

The cost of utilities is one of the largest items in the school district's budget, and the prices for electricity, natural gas, heating oil and water have steadily increased over the past few years. To combat these rising energy and utility costs, the district entered into a partnership with Cenergistic to implement a comprehensive organizational-behavior based energy conservation program throughout all its buildings. Cenergistic, a technology-powered, data-driven energy conservation company, guarantees the conservation program will save taxpayer dollars, save jobs and preserve important programs while saving vital natural resources.

For more information please contact Hank Schmitt, Ashwaubenon School District Energy Education Specialist, at 920-492-2905 extension1012 or [hschmitt@ashwaubenon.k12.wi.us](mailto:hschmitt@ashwaubenon.k12.wi.us).

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