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## **MEDIA RELEASE**

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### **Ashwaubenon School District Reduces Energy Costs By \$482K, Encourages Earth Day Participation**

**Ashwaubenon, WI – April 20, 2015** – While the world celebrates Earth Day this month, Ashwaubenon School District 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 \$482,394 in savings through a 16.2% reduction in energy use over 60 months. That savings translates into significant numbers for Earth Day, too.

Since Ashwaubenon began the program, energy consumption has been reduced by 13,916 MMBTUs. That reduction translates into the equivalent of 2,497 metric tons of carbon dioxide removed from the atmosphere, or 520 passenger cars removed from the road, or 64,017 trees planted.

For Earth Day, the district plans to continue its efforts, and invites the public to join in. Hank Schmitt, Energy Specialist (ES), said there are a number of resources available on the Internet that can help individuals learn how to save energy in their own homes. “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,” said Schmitt. Resources are posted on the district’s website at [www.ashwaubenon.k12.wi.us/energyed.cfm](http://www.ashwaubenon.k12.wi.us/energyed.cfm).

The cost of utilities is a large budget line-item for the district, 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 is a technology-powered, data-driven energy conservation company. Cenergistic helps organizations reduce consumption of electricity, natural gas, fuel oil and water. Its proven approach is built on a proprietary methodology, which optimizes clients’ infrastructure, improves internal processes and changes behavior to ensure that savings endure. This approach empowers the average client to save 20 – 30% off expected utility bills. For the past five years, Cenergistic has earned national recognition from the United States Environmental Protection Agency, including the ENERGY STAR Partner of the Year – Sustained Excellence Award in 2011, 2012, 2013, 2014 and 2015.

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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