

# News Release

## Stoughton Utilities

FOR IMMEDIATE RELEASE

April 22, 2010

Contact: Alicia Rankin, Energy Services Representative  
(608) 873-3379

## **Stoughton Utilities offers Shared Savings program to local business customer**

**STOUGHTON, WI, April 21** – Stoughton Utilities is providing financial assistance for one local organization, St. Vincent de Paul, to help fund electrical energy efficiency upgrades through the utility's new Shared Savings program.

With funding provided by its nonprofit power supplier, WPPI Energy, Stoughton Utilities established the Shared Savings program to pay business customers, like St. Vincent de Paul, upfront for up to five years of annual cost savings associated with energy efficiency projects.

St. Vincent de Paul recently upgraded and replaced outdated T12 linear fluorescent fixtures with new high performance T8 lights at its retail store in Stoughton. The newly installed lights require less energy to operate and incorporate reflective surfaces to provide brighter, cleaner, more evenly distributed light.

“Helping businesses and organizations save energy and money is good for the economic well-being of our community,” said Bob Kardasz, Manager of Stoughton Utilities. “Many businesses delay the replacement or improvement of inefficient equipment and building components because the initial purchase costs are perceived as an obstacle. The Shared Savings program helps our customers, like St. Vincent de Paul, overcome initial cost barriers to making energy efficiency improvements in their facilities. Funding projects with advance savings can make expensive projects feasible for small businesses.”

Through the Shared Savings program, the advance payment covered the majority of the purchase and installation costs of the lighting upgrades for St. Vincent de Paul's retail store and will be repaid in monthly installments on the company's utility bills.

Stoughton Utilities estimates that as a result of the lighting upgrade, St. Vincent de Paul will reduce their electrical usage by 20,000 kilowatt hours of electricity each year. This savings is the equivalent of more than 34,500 pounds of CO<sub>2</sub> emissions avoided.

For more information, contact Stoughton Utilities at 873-3379 or visit [www.stoughtonutilities.com](http://www.stoughtonutilities.com).

Pictured at the store with the new lights are St. Vincent de Paul Store Manager Brooke Trick and Brian Hoops from Stoughton Utilities.



###

Stoughton Utilities is a member of WPPI Energy, a regional power company serving 51 customer-owned electric utilities. Through WPPI Energy, these public power utilities share resources and own generation facilities to provide reliable, affordable electricity to more than 195,000 homes and businesses in Wisconsin, Upper Michigan and Iowa. Visit online at [www.wppienergy.org](http://www.wppienergy.org).