



## **GET ENERGIZED IOWA!**

*Where Communities Compete to Conserve*

*[www.getenergizediowa.org](http://www.getenergizediowa.org)*

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### **Four NE Towns Kick Off Energy Challenge**

Four towns in Eastern Iowa this week will kick off the Get Energized, Iowa! competition to see which can take the most steps to reduce energy use during 2012.

Readlyn and Fairbank will cooperate to compete against both Hudson and Dike for a prize and bragging rights.

The energy saving project is designed to determine if establishing a friendly competitive atmosphere can enhance energy efficiency in four small Iowa towns all in close proximity to the University of Northern Iowa (UNI).

All towns are serviced by municipally owned electric utilities and their local schools compete in the same athletic conference. Three receive wholesale electric service from Butler County Rural Electric Cooperative.

Butler County REC, the Iowa Association of Municipal Utilities (IAMU), the UNI Center for Energy and Environmental Education, Green Iowa AmeriCorps and the Iowa Policy Project are partners in this novel way to reduce energy, save customers money and protect the environment.

All consumer-owned utilities in the state have committed to reducing energy use over time. The project will help the utilities accomplish already established goals. All have a fleet of energy efficiency measures at their disposal such as installing programmable thermostats, installing CFLs and other efficient lighting, and improving weatherization.

The Fairbank Development Corporation will help guide that town's Community Energy Challenge. The Readlyn Community Club will help organize in that town while the Dike Community Betterment Association is that community's contact point. In Hudson, the Chamber of Commerce and Hudson Municipal Electric Utility are cooperating to help their community in the competition.

Interested residents in each community should contact the organization in their town or visit the competition website at <http://getenergizediowa.org/>.

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