FOR IMMEDIATE RELEASE
December 11, 2007

CONTACT: Sheila Gilligan
776-6411

FREE ASSISTANCE FOR PALM DESERT BUSINESSES

PALM DESERT, CA - Beginning this week, businesses in Palm Desert have a new way to boost their bottom line while saving energy and the environment. The Set To Save partnership is providing Palm Desert businesses with free energy evaluations and efficiency tune-ups for lighting, cooling, heating, and refrigeration equipment through the partnership's new Enhanced Direct Install program.

"Business owners are usually focused on running their businesses and often don't have the time or the expertise to pay attention to this key part of their costs," said Pat Conlon, director of Palm Desert's Office of Energy Management. "We'll do the quick-hit things for free and tell them about other aspects of the program that you can participate in to become even more efficient."

Continuing through March, Enhanced Direct Install contractors from Redlands-based Energy Controls and Concepts will upgrade lighting with energy saving bulbs and fixtures and perform maintenance on air conditioners, furnaces and refrigeration equipment to ensure that they are running at optimal efficiency – all at no cost to the business owner.

Although they cannot perform additional improvements themselves, the contractors will identify added steps that business owners can take to save energy and money. One such step would be replacing an aging air conditioning and heating system with a new, more efficient unit to take advantage of rebates available exclusively to Palm Desert businesses through Set To Save. These rebates on new energy saving commercial HVAC units range from $100 to $300 per ton.

Set To Save's Enhanced Direct Install program is expected to save a minimum of five million kilowatt-hours of electricity, enough energy to power about 400 homes for a year, and could generate even more savings if business owners are inspired to make additional efficiency upgrades.

The $1.88 million Enhanced Direct Install program is funded by California utility ratepayers through Set To Save, a partnership between the City of Palm Desert, Southern California Edison, The Southern California Gas Company, and The Energy Coalition.

For more information and to participate, please call the Palm Desert Office of Energy Management at 837-0287.

# # #