



Media Contact

Suzanne Morse, 617-646-1020; c: 508-259-9354

smorse@oneillandassoc.com

ISO New England Calls on Electricity Consumers to
Take Charge
Energy Efficiency Consumer Campaign Launched in
Hartford, Connecticut

Hartford, Connecticut – June 20, 2006 – ISO New England today unveiled the *Take Charge New England* campaign. The initiative promotes simple yet effective steps for becoming more energy efficient at a time when New England’s electricity consumption has been growing steadily each year.

The non-profit operator of the region’s bulk power system and wholesale electricity markets is targeting both residential and business users with the message that more efficient practices help preserve our electricity resources, while also saving money at home and cutting costs in the workplace. Quite simply, the ISO New England campaign asks consumers: Why not ‘Take Charge’ of your own bottom line by taking charge of your electricity usage?

“Summer has arrived. And we know from experience that peak summer consumption really stretches our energy resources to the limit,” said Gordon van Welie, president and chief executive officer of ISO New England Inc. “ISO New England wants to help consumers help themselves by raising awareness about the benefits of energy efficiency, and making energy efficiency tips and tools easily accessible.”

“Many Connecticut residents are unaware of their own electricity consumption and the need in the region for additional electricity supplies,” added Stephen G. Whitley, ISO New England’s senior vice president and chief operating officer.

Whitley, joined by state and local officials, and Connecticut business leaders, announced the *Take Charge New England* campaign at an event in Hartford, asking all energy consumers to begin observing *Take Charge Thursdays*. *Take Charge Thursdays* will focus on both residential and commercial energy consumers, the specific need for energy efficiency in the region, and the information and tools for all consumers to act more efficiently.

“Residential and commercial users in Connecticut and around the region need to take a more active role in their electricity use because current electricity supplies are limited and new resources are costly to develop,” Whitley said. New England’s electricity consumption, especially during the summer peak, has been growing by 1.9 percent a

year. To satisfy this growing demand, New England needs to build one large power plant a year.

The first *Take Charge Thursday* event will be held on June 22nd when consumers can go to selected Lowe's Home Improvement stores, a partner in the campaign, to receive informational handouts and a *Take Charge* consumer tips refrigerator magnet. Other *Take Charge* partners – including the CBIA – will be reaching out directly to their members to enhance participation. Businesses are being urged to set aside time on *Take Charge Thursday* to discuss how they can operate in a more energy efficient manner.

The ISO will also partner with Clear Channel Outdoor and RCN to disseminate the campaign messages. Clear Channel Outdoor has donated billboard space across the region, while RCN Corporation has agreed to play a public service announcement on the campaign throughout the summer. *Take Charge New England* radio public service announcements and other messages will follow. All information concerning the campaign, as well as promotions for energy efficient products and services, are available at the *Take Charge New England* Web site at www.takecharge-ne.org.

The Conservation Law Foundation and Northeast Energy Efficiency Partnerships (NEEP) have also joined forces with ISO New England to promote the *Take Charge* initiative.

“The *Take Charge New England* campaign is a sound step – albeit only one step – to reduce electricity demand in Connecticut and the region,” Connecticut Attorney General Richard Blumenthal said. “Energy efficiency will help stop surging electricity prices and ensure reliability. Again, I urge the General Assembly to restore \$30 million that it diverted from the Conservation Fund, returning it to full funding at \$90 million. This fund is critical to energy efficiency through its free audits for small businesses and programs subsidizing purchases of more efficient lighting, appliances and other product to cut power bills.”

“While Connecticut's high energy prices are making it difficult for companies to expand and fuel economic growth, exercising greater energy efficiency is allowing businesses to control their costs and increase productivity,” said Robert E. Earley, the Connecticut Business & Industry Association assistant counsel. “CBIA is pleased to partner with ISO-NE to promote the critical message of energy efficiency as the most cost-effective way for state businesses to reduce their electricity demand and energy bills.”

“We are proud to support ISO on their campaign to promote energy efficiency across New England,” said David Jakubowski, general manager of the Harbor Group Management Company. “We know first hand that energy efficiency is not only good for the region's energy stability, but also for our bottom line.”

“Increased energy efficiency is the cheapest, fastest, and best way to decrease the pollution from power plants that is damaging the public health and our environment,” said Philip Warburg, president of Conservation Law Foundation, which is also supporting the initiative.

About ISO New England

ISO New England, an independent, not-for-profit corporation, helps promote the health of New England's economy and protect the well-being of its people by ensuring the constant availability of electricity, today and for future generations. ISO New England meets this obligation in three ways: by reliably operating New England's 32,000-megawatt bulk electric power generation and transmission system, by overseeing and ensuring the fair administration of the region's \$10 billion wholesale electricity markets, and by managing comprehensive regional electric power planning.