

Sample Better Buildings Press Release Template

Editor's Note: (Name of Program) is a Better Buildings Neighborhood Program partner that is promoting energy efficiency upgrades in conjunction with Energy Action Month in October.

EMBARGOED FOR RELEASE
October 1, 2012

Contact: (Insert Program PR contact)
(Insert contact phone number)

DOE, (Program Name) Encourage Energy Evaluations and Upgrades During Energy Action Month

(CITY, STATE)—Homes and commercial buildings account for about 40 percent of U.S. energy use and are responsible for nearly 40 percent of the country's greenhouse gas emissions. During Energy Action Month this October, U.S. Department of Energy (DOE) Secretary Steven Chu is urging American homeowners and businesses to get an energy "check-up" from a local Better Buildings Neighborhood Program as the first step to reducing energy bills and environmental impacts.

DOE's Better Buildings Neighborhood Program is working to transform the market for energy evaluations in American homes, commercial buildings, and institutions. With support from Better Buildings, hundreds of communities across the country now offer energy evaluations, financing options for energy upgrades, and support for a growing, qualified energy efficiency workforce.

"Block by block, neighborhood by neighborhood, we will make our communities more energy efficient and help families save money," Secretary Chu said.

If just one out of every 10 homes and commercial buildings in the United States reduced their building's energy consumption by 25 percent, that could save \$8 billion per year and reduce our country's annual greenhouse gas emissions by an amount equal to removing 12 million cars from the road, or all the cars in the states of Washington, Oregon, Idaho, and Nevada combined.

The average American household spends nearly \$2,000 per year on energy used in the home, but \$200 to \$400 of that could be going to waste due to drafts, air leaks around openings, and outdated heating and cooling systems. Energy efficiency evaluations help homeowners and building operators take the guesswork out of energy improvements.

(Insert information about specific energy evaluations/incentives offered by your program.)

(More)

To alert an editor to something that can't be published/said in the release, include an Editor's Note at the top of the release.

To alert the media to an announcement before it can be public, add "EMBARGOED" and the date it can be released. Otherwise, it should say "FOR IMMEDIATE RELEASE."

Releases start with the most important information first, and work their way down through the details. This short lead paragraph should be the who, what, when, where, why, or how that you want the story to cover.

The second paragraph is used to provide more background, in this case what the Better Buildings Neighborhood Program is.

A quote from a program official should convey a compelling message, statistic, or argument. DOE's Office of Public Affairs must approve all DOE quotes.

Provide additional background information and statistics after the first quote, and bring the topic back to the main message.

Provide more details about your announcement or program.

“Energy Action Month is the perfect time to think about saving energy and improving our homes and businesses,” said (program spokesperson). “If you need extra blankets in winter, or were concerned about the high cost of air conditioning this summer, an energy efficiency check-up can help you find ways to improve the comfort and air quality of your home.” (Or insert another quote that will resonate in your local area.)

(Insert details about how to contact your local program for an energy evaluation.)

The Better Buildings Neighborhood Program is part of a national Better Buildings initiative led by the U.S. Department of Energy that is improving comfort, decreasing costs, and supporting U.S. job growth by transforming the marketplace for energy efficiency upgrades in homes, businesses, and institutions. The Better Buildings Neighborhood Program has provided seed funding to more than 40 energy efficiency programs across the country that are helping consumers and businesses reduce their energy use, save money, and support the development of local jobs. Learn more about the Better Buildings Neighborhood Program at www.betterbuildings.energy.gov/neighborhoods.

(Insert program’s boilerplate description and URL.)

Include another quote to break up the details. Other program partners can be quoted throughout the release as relevant/appropriate.

Wrap up with a reminder or a call to act upon the main message.

Always end a release with standard information about your program and include the URL to your program website.