

**NEWS RELEASE**

**For Immediate Release**

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***Mass Save® to Share Energy Efficiency Tips at “The Big E”***

*Representatives of Mass Save will welcome visitors to the annual West Springfield event on Massachusetts Day.*

**West Springfield, MA** (September 20, 2011)— [Mass Save](#)®, an initiative sponsored by Massachusetts’ gas and electric utilities and energy efficiency service provider, continues its goal of educating Massachusetts residents about the various options for improving energy efficiency in their homes and reducing energy costs with its final appearance of the season at the Eastern States Exposition – “[The Big E](#)” in West Springfield.

On Thursday, September 22, “Massachusetts Day,” representatives of Mass Save will be on hand at The Big E to share tips and information with consumers. The Big E is the largest fair in the Northeast featuring top name entertainment, animals, competitive exhibits, rides, shopping, daily parades, foods from around the world and the Avenue of States, where each New England state is represented with a replica of its respective state house building. Visitors to The Big E can stop by the Mass Save booth, which will be located on the front lawn of the Massachusetts building for energy-efficiency-themed fun and games, face painting and more! Representatives will also answer consumer questions and provide information about the Mass Save programs and incentives.

In cooperation with the Mass Department of Agricultural Resources, Mass Save recently completed a lighting demonstration retrofit in the Massachusetts building at The Big E. By replacing old inefficient lighting with new energy saving fixtures, the Massachusetts Building will consume up to 75 percent less electricity, depending on the type of fixture —while maintaining or improving the quality of light visitors experience in the building.

“If all of the schools in Massachusetts were to replace the existing metal halide ‘high bay’ lighting fixtures in their gymnasiums with the same high output T5 fluorescent fixtures that we recently installed in the Massachusetts building, they could save upwards of \$4.3 million collectively each year,” said Tony Fornuto, program manager for Western Massachusetts Electric Company, a Sponsor of Mass Save. “The energy and money saving potential of this type of upgrade is very real and we invite Mass. residents to visit the Massachusetts building and the Mass Save booth at The Big E on September 22 to learn more about the savings possibilities!”

Fall is the perfect time to make energy efficiency improvements in the home, and Mass Save can help. Massachusetts customers can take advantage of Mass Save's energy-saving programs for single and multi-family homes, including incentives towards the installation of energy-efficient heating systems, water heaters, central air conditioning, air sealing, and insulation. This includes ENERGY STAR® qualified heating and cooling equipment.

Mass Save services also include discounts and rebates on ENERGY STAR lighting and appliances, access to the ENERGY STAR® New Homes Program for customers building a house or undertaking a renovation, and assistance through the Income-Eligible programs that enable families in need to take advantage of energy efficiency services and supplementary incentives and support.

Residential customers can also apply for 0% loans for up to \$25,000 and terms up to seven years to help with the cost of installing qualified energy-efficient improvements in their homes or rental properties, after receiving a home energy assessment.

Call Mass Save at (866) 527-SAVE to get started and schedule a no-cost home energy assessment, or visit [www.MassSave.com](http://www.MassSave.com) for more information and to learn about the most energy- and cost-efficient ways to heat your home this winter! Technical assistance and incentives are also available for business owners, with more information available at MassSave.com.

For more information about The Big E, and special admission prices on Massachusetts Day, Thursday, September 22, visit [www.thebige.com/fair/](http://www.thebige.com/fair/).

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*Mass Save is an initiative sponsored by Massachusetts' gas and electric utilities and energy efficiency service provider, including Berkshire Gas, Cape Light Compact, Columbia Gas of Massachusetts, National Grid, New England Gas Company, NSTAR, Unitil, and Western Massachusetts Electric Company. The Sponsors of Mass Save work closely with the Massachusetts Department of Energy Resources to provide a wide range of services, incentives, trainings, and information promoting energy efficiency that help residents and businesses manage energy use and related costs.*