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## **TEXASISHOT CAMPAIGN AIMS TO HELP TEXANS SAVE BILLIONS**

*New group aims to teach Texans to take control of their energy consumption, save money and make Texas a leader in energy efficiency.*

AUSTIN, TEXAS – Focused on energy efficiency as a way to control consumption and lower electric bills, Texas consumers now have a one-stop shop for tips, tools and information to conserve energy -- and save money in the process -- with the launch of [www.TexasIsHot.org](http://www.TexasIsHot.org).

“Texas leads the nation in energy production and consumption,” said Curtis Seidlits, a *TexasIsHot Coalition* spokesperson. “Increased energy efficiency is the easiest, quickest and cleanest option to lower electric bills, help the environment and promote our state and nation’s energy independence. But, energy efficiency can sometimes sound intimidating because people think it will cost them something. The *TexasIsHot* campaign wants to change this perception by providing Texans with simple tips, easy to use tools and real-time information to decrease their energy consumption — and save money in the process.”

While businesses are working hard to develop innovative products and technologies to lessen Texas’ energy demand, consumers can play a significant role as well. In fact, according to a recent report by the Texas Comptroller’s office, simple solutions can help Texas homeowners save between 20 and 30 percent on their electric bills, an average savings of between \$1,700 and \$2,500 over five to seven years. A 20 to 30 percent savings for every Texas family amounts to nearly \$2 billion in annual statewide savings.

The *TexasIsHot* campaign includes a comprehensive website – [www.TexasIsHot.org](http://www.TexasIsHot.org) - with the latest energy efficiency news, quick and easy energy efficiency tips, and interactive tools for consumers to analyze usage and the financial impact of conservation. [TexasIsHot.org](http://TexasIsHot.org) will also serve as a forum for Texans across the state to share energy saving stories and ideas.

“The Internet has changed the way people get their information and in the age of Facebook, MySpace, widgets and text message campaigns, the *TexasIsHot* campaign is on the cutting edge of information delivery,” said Seidlits. “We want to make it as easy as possible for Texans to make energy efficiency a normal part of everyday life. With the *TexasIsHot* campaign, we hope to help change habits, lower consumption and help Texans save billions of dollars.”

### ***About TexasIsHot***

*The TexasIsHot Coalition’s goal is to educate consumers about how to be more energy efficient and how to take control of their consumption and their bills. The coalition website – [www.TexasIsHot.org](http://www.TexasIsHot.org) - provides the latest energy efficiency news, quick and easy tips to conserve electricity, and interactive tools to show the financial impact of small changes in daily life. The coalition also provides regular e-mail updates and other educational forums to put Texans in control of their energy use and costs.*



# COALITION OVERVIEW

*Together we can change habits, lower consumption, and save Texans money.*

## WHAT PEOPLE ARE SAYING ABOUT TEXASISHOT

*If every Texas household adopted just a few of the dozens of energy efficiency strategies referenced on TexasIsHot.org, our air would be cleaner, our limited supply of natural resources would be better protected, and our wallets would be heavier with the significant savings associated with reduced electricity bills. Adopting an energy efficient lifestyle is one of the easiest ways to do your part for our environment, and at the end of the day it's a win-win, because the savings pay for the effort.*

### **State Sen. Kip Averitt (R-Waco), Chairman of Senate Committee on Natural Resources**

*Texas has been a leader in using energy efficiency as a way to meet increased demand. I believe that all Texans need to start rethinking our energy use in order to decrease demand. In order to meet our goals, we need programs like the TexasIsHot campaign to help change the way people think about energy. I applaud the founding members of TexasIsHot, and strongly encourage others to join in the campaign to educate Texans on how to conserve energy and lower their electric bills in the process.*

### **State Sen. Troy Fraser (R-Horseshoe Bay), Chairman of Senate Business and Commerce Committee**

*As the Texas population continues to grow, so will our energy consumption needs. We must have tools that empower the consumer to choose their products and monitor their usage wisely. TexasIsHot.org is a great resource, which is exactly what Texans need in today's deregulated market.*

### **State Rep. Burt Solomons (R-Carrollton), Chairman of House State Affairs Committee**

*Now, more than ever, Texans need to work together to conserve energy and to make more efficient use of the energy we consume. The TexasIsHot.org website is an extraordinary resource for people who want to save money and help conserve our precious natural resources. The site is informative and fun to use, with dozens of energy-saving tips and useful tools for saving money, like the online calculator that can tell you how much money your home appliances are costing you each month. Visit TexasIsHot.org and see for yourself!*

### **State Rep. Rafael Anchía (D-Dallas)**

*Fluctuating energy costs are really hurting Texas families and businesses, but by just making a few easy changes, Texans can cut down on energy waste. TexasIsHot.org is a tremendous resource which arms consumers with the information they need to save themselves money by becoming more energy efficient, and help our environment.*

### **State Sen. Rodney Ellis (D-Houston)**

*Texas is the third fastest growing state in the nation with a net growth of 1,000 people each and every day. This brings many challenges including providing clean and affordable electricity. That is why I'm excited about TexasIsHot.org. This website is an instructional resource that will help Texans save on their energy bills at home and in the workplace. It's not just an informational site, it's a tool that can produce real savings.*

### **State Rep. Phil King (R-Weatherford)**

*The TexasIsHot campaign targets an important piece of the clean energy effort -- educating Texans on the way we use electricity and quantifying the financial and environmental costs associated with our use. By just reducing the amount of electricity we use and waste, TexasIsHot.org can show people how to save money, clean up the air, and reduce emissions that contribute to climate change.*

### **State Sen. Kirk Watson (D-Austin)**



# COALITION OVERVIEW

*Texas leads the nation in energy production and consumption. Increased energy efficiency is the easiest, quickest and cleanest option to lower electric bills, help the environment and promote our state and nation's energy independence. However, while Texas currently ranks 11th among states in energy efficiency, it ranks in the middle of the pack for educational programs to promote energy efficiency in homes, appliances, transportation and electric utilities. Increased consumer awareness is critical to increase energy conservation and sustainability, drive policy initiatives and cultivate more energy-conscious consumers.*

**Mission & Goals:** *TexasIsHot's* mission is to fundamentally change the way Texans think about energy use by:

- ▶ Educating Texas consumers about energy efficiency;
- ▶ Providing tools to change habits and lower consumption;
- ▶ Highlighting investments, clean technologies and public policy initiatives related to energy efficiency; and
- ▶ Strengthening Texas' energy efficiency leadership.

**Description:** *TexasIsHot* is a comprehensive coalition to educate consumers about how to be more energy efficient and to take control of their consumption and their bills, as well as to promote and validate the various initiatives aimed at creating new energy sources and clean technologies for energy conservation. The centerpiece of the campaign is a website - [www.TexasIsHot.org](http://www.TexasIsHot.org), which provides simple tips, easy to use tools and real-time information to decrease energy consumption — and helps Texans save money in the process. The coalition website serves as the online headquarters and provides the latest energy efficiency news, quick and easy tips to conserve electricity, and interactive tools for consumers to analyze usage and the financial impact of conservation. *TexasIsHot.org* also provides a forum for Texans across the state to share energy saving stories and ideas.

*TexasIsHot.org* harnesses the power and depth of the Internet to make it as easy as possible for people to make energy efficiency a normal part of everyday life. The Internet has changed the way people get their information and in the age of Facebook, MySpace, widgets and text message campaigns, the *TexasIsHot* campaign is on the cutting edge of realtime information delivery. In addition to a comprehensive web and e-mail presence, the coalition will work with business, cities, legislators and policy and community organizations to promote the website and energy efficiency mission initiatives and policies in as many avenues as possible to ensure ubiquitous message delivery.

While energy use, sustainability and clean energy promotion and education is a priority in Texas, no plan will work if we do not fundamentally change the way people think about their own energy use. A clean energy future — including alternative energy use and smart metering — requires a more energy conscious consumer that not only accepts, but demands energy innovation. The singular focus on energy efficiency allows the coalition to be *the* energy efficiency headquarters for Texans across the state and to provide the most comprehensive information, tools and real-time consumption solutions that offer instant financial and sustainability results.

**Activities:** As part of the overall awareness and education campaign, *TexasIsHot* will proactively engage Texans across the state via a very aggressive and coordinated outreach program. Activities will include:

- ▶ Comprehensive and updated website content;
- ▶ Sophisticated and unique online energy usage tools to quantify the financial impact energy efficiency;
- ▶ Regular e-mail communications with timely energy efficiency news, tips and information;
- ▶ Coordination with elected officials to promote energy efficiency and related policy discussions among constituents; and
- ▶ Localized educational forums utilizing businesses, chambers of commerce, city governments, local electric providers, policymakers and other interested leaders to promote this issue in communities across the state.

**Coalition Structure & Ethics Commission Requirements:** The TexasIsHot Coalition is an unincorporated entity administered by Focused Advocacy, LLC, an Austin-based public affairs firm. Focused Advocacy participants include Jack Gullahorn, Russell Mullins, Curtis Seidlits, Allison Small and Matt Valdez. The coalition is not a lobby organization. However, since the TexasIsHot coalition will provide educational communications to legislators and staff as part of the overall communications effort, we have been advised that it is best to register with the Texas Ethics Commission on behalf of the TexasIsHot Coalition. Registrants include Seidlits, Mullins and Valdez.

**Coalition Member Partners:** Initial project sponsors who have demonstrated a strong commitment to this issue include: Oncor, TXU Energy, Association of Electric Companies of Texas, CenterPoint Energy, Entergy Texas, Luminant and Time Warner Cable. The coalition is working to partner with other companies and organizations from a variety of industries and backgrounds to ensure that the campaign is as comprehensive and far-reaching as possible.

**Feedback:** Texans are encouraged to visit [www.TexasIsHot.org](http://www.TexasIsHot.org) as soon as possible, so that organizers can start gathering feedback that will help them fine-tune and improve the information presented.