



NEWS RELEASE

Introducing Save a Ton

New campaign to help public save money on energy use

ROANOKE, Va. (October 26, 2011) – Citizens and governments in the Roanoke and New River valleys today launched Save a Ton – a new campaign to help people save money on energy use.

The multi-media campaign encourages people to visit www.saveaton.org, learn about energy savings and share their ideas and results on social media.

“With bigger electric bills, stubborn gas prices and higher home heating costs – and with winter around the corner – we’re here to help residents in our region and beyond save hundreds or even thousands of dollars a year in energy costs by doing just a little,” said Nell Boyle, chair of RC CLEAR, a Roanoke County citizen committee, and director of the local chapter of the U.S. Green Building Council.

“Through our new website and a public service and advertising campaign, we’re sharing share easy ways for people to save money on everyday activities – and encourage everyone to share successes with each other.”

There are dozens of ways to save in energy costs. For example, using compact fluorescent bulbs can save you \$65 per year, or \$360 over the life of the bulbs compared to incandescent 60-watt bulbs. Keeping your car tires properly inflated can reduce gas use by 3 percent. And did you know that 8 percent of your electric bill is for devices that are plugged in when not in use?

The website offers tips, links and resources in five categories – lighting, vehicle efficiency, energy conservation, weatherization and water conservation.

“From the Roanoke Valley to the New River Valley, this is one issue we can agree on – saving money!” said Jeremy Holmes, program director of Ride Solutions, the sustainable transportation program operated by the Roanoke Valley-Alleghany Regional Commission.

“In the weeks ahead we hope that other municipalities and groups in our region join our effort to help people save money and conserve energy. This is more than simply searching for energy saving tips on the Internet. On SaveaTon.org you can get factual, helpful information all in one place while choosing the savings that best fit your lifestyle.”

“The information on SaveaTon.org is not just about saving money,” adds Charlotte Moore, Vice Chair of the Roanoke County Board of Supervisors. “Roanoke Valley local governments are committed to preserving the natural resources that enhance our quality of life.”

During the next decade, Roanoke County and the City of Roanoke have committed to a 3 and 2-percent reduction, respectively, in community-wide carbon dioxide emissions. These reductions add up to 100,000 tons of carbon dioxide per year.

“This seems like a big number – but consider this,” Moore says. “There are approximately 100,000 households in the Roanoke Valley, so the targets can be achieved if each household saved just one ton of carbon dioxide emissions each year.”

The Save a Ton campaign is supported by partners Clean Valley Council, Roanoke Valley Cool Cities Coalition, Community Alliance for Energy Efficiency, Ride Solutions, RC CLEAR, Roanoke County, Roanoke Valley-Alleghany Regional Commission, City of Roanoke and Town of Blacksburg.

The campaign will debut at a public event Nov. 4-5 at the Green Living and Energy Expo at the Roanoke Civic Center.

To learn more, please visit www.saveaton.org.

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