

SMUD Media Advisory

Sacramento Municipal Utility District

• News Media Services

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PHOTO/SOUND OPPORTUNITY

SMUD kicks off Energy Awareness Month with “Energy and Water Makeover” project for Sacramento small businesses

South Sacramento event showcases joint effort between SMUD, the city of Sacramento, Mayor Kevin Johnson’s Greenwise program, and the California Air Resources Board

Story: October is “Energy Awareness Month” and the perfect time to remind people that energy reductions save money and improve the environment. **The Small Business Energy and Water Makeover project is a kick off event to highlight small business rebates and incentives that will soon be available throughout the region.** As part of the makeover project, SMUD and its partners will showcase energy and water efficiency measures that can be done easily, quickly and inexpensively to help small business owners save money and protect the environment. Rebates will soon be available to help defray the costs.

During Energy Makeover Week (October 4-8), SMUD and its partners will deliver energy and water-saving information, checkups, coupons and other materials to more than 75 small businesses in the selected region. SMUD will also schedule future appointments for more comprehensive energy checkups and retrofits.

Date: A press conference and media demonstration will take place **TOMORROW, Wednesday, October 6 at 2:00 p.m.**, 5731 Stockton Boulevard, Sacramento (Parking lot of Happy Garden Seafood & Dim Sum Restaurant, [Google Maps](#) or Thomas Bros. Map Page 318, A-7)

Visuals: SMUD will perform energy checkups on several businesses. Hundreds of small businesses in Oak Park and along Stockton Boulevard are invited to participate in the makeover project.

Interviews: **Local small business owners; Larry Carr**, SMUD Board Member, Ward 6; **Kevin Johnson**, Mayor, city of Sacramento; **Mary Nichols**, Chair, California Air Resources Board; **Terry Johnson**, Executive Director, Stockton Boulevard Partnership and Oak Park Business Association.

Background: Small businesses are the engine of the region’s economy. Energy costs are a major concern, second only to health care. This makeover project is just one way SMUD is ensuring that small business customers are included as the region moves toward a sustainable future.

Earlier this year, SMUD and the city of Sacramento were awarded more than \$1.7 million in federal stimulus money through the American Recovery and Reinvestment Act to help small businesses pay for measures that will deliver energy savings and lower energy bills. Small business owners that move forward with energy efficiency and water retrofits could be eligible for rebates totaling up to 70 percent of the project cost.

Partners: SMUD, Greenwise and the California Air Resources Board are the presenting partners of the Sacramento Small Business Energy and Water Makeover project. Other major contributors include the Oak Park Business Association, the Stockton Boulevard Partnership, the city of Sacramento Department of Utilities and the city of Sacramento Economic Development Department.

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