



Focus on Energy

March 19 · 🌐



Pick your winner in the Focus on Energy Efficiency Madness brackets and YOU could WIN a smart thermostat (value \$200)!

Make your pick before 11:59pm on Wednesday, March 20th. The games begin on the 21st!



FOCUSONENERGY.COM

Energy Efficiency Madness

You have a chance to win a Smart Thermostat (\$200 value) if you pi...



Focus on Energy

March 21 · 🌐



Welcome to Round 1 of Energy Efficiency Madness!

First up: water heaters vs. boilers. Water heaters heat your water, and boilers heat your home, but which heats more efficiently?

Water Heaters are a slam dunk since they can be up to 4X more efficient.

But Boilers are laser focused on the perimeter and use 10%-30% less fuel!



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At the buzzer: BOILERS WIN!

Next match-up, Heat Pumps vs. Insulation and Air Sealing!

Learn more about heating and cooling incentives and see who will be crowned Focus on Energy Efficiency Madness Champion:

<https://focusonenergy.com/efficiencymadness>

	WATER HEATER	BOILERS
	<p>Bio: A water heater provides hot water for your entire house including sinks, showers, and your clothes washer. Water heating is typically the second largest energy expense in any home.</p>	<p>Bio: Boilers heat water and provide either hot water or steam for heating. Steam is distributed via pipe to steam radiators, and hot water systems can provide heat via radiators, radiant floor systems, or a coil in an air handler.</p>



Focus on Energy

March 22 · 🌐



It's Game 2/Round One of Focus on Energy Efficiency Madness!
Today's match-up: Heat Pumps vs. Insulation and Air Sealing!

Heat pumps do double duty, heating and cooling year-round, while insulation and air sealing help an average homeowner save 15% on heating and cooling costs.

Heat Pumps dominate the backboards as Energy-Saving Superstars!
Insulation "Seals in Your Savings!" by sealing the lane and their defense is just too strong!

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Air Sealing and Insulation win!

Next match-up, Smart Thermostats and Furnaces!

Learn more about heating and cooling plus insulation and air sealing incentives, and see who will be crowned Focus on Energy Efficiency Madness Champion: <https://focusonenergy.com/efficiencymadness>



HEAT PUMP

Bio:

A heat pump uses electricity to provide both heating and cooling for a building. A heat pump can be thought of as an air conditioner that also works in reverse and can provide heat even in a cold northern climate.



INSULATION AND AIR SEALING

Bio:

Sealing leaks and adding insulation can improve the overall comfort of your home and provide many benefits, including: less pollen, dust, and pests entering your home, reduced noise from outside, better humidity control, and a lower chance of ice dams.

HEAT PUMP



Focus on Energy

March 24 · 🌐



It's Game 3/Round One of Focus on Energy Efficiency Madness!
Upstart Smart Thermostats are hoping to overcome Furnaces.

ENERGY STAR® certified furnaces are around 11%–15% more efficient than conventional furnaces, and smart thermostats are 🔑 to unlocking heating and cooling savings year-round.

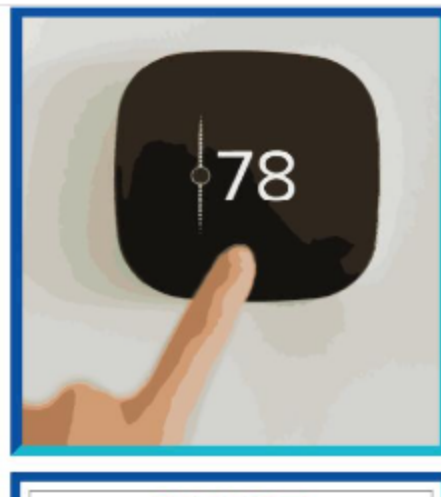
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Furnaces are too much from smart thermostats...they move on to the next round! win!

Next match-up, Solar Panels and Lighting!

Learn more about heating and cooling incentives plus purchase smart thermostats at discounted rates, plus see who will be crowned Focus on Energy Efficiency Madness Champion:

<https://focusonenergy.com/efficiencymadness>



SMART THERMOSTAT

Bio:

A smart thermostat is a Wi-Fi enabled device that automatically adjusts heating and cooling temperature settings in your home for optimal performance. Smart thermostats that earn the ENERGY STAR® label have been independently certified, based on actual field data, to deliver energy savings.



FURNACE

Bio:

Furnaces heat air and distribute the heated air throughout the house via ductwork. Gas-fired furnaces are the most common type of heating system in Wisconsin.



Focus on Energy

March 24 · 🌐



It's Game 4/Round One of Focus on Energy Efficiency Madness!
Popular Solar Panels are trying to upset the always energy efficient
LED Lighting.

☀️ Solar electric systems use sunlight to generate electricity.

💡 LEDs help you save energy and money every time you flip a switch.

Learn more about incentives plus see who will be crowned Focus on
Energy Efficiency Madness Champion:

<https://focusonenergy.com/efficiencymadness>

SOLAR PANEL	LIGHTING
<p>Bio: Solar power works by converting energy from the sun into electricity. A solar electric system can range in size from residential rooftops to "solar farms" stretching over acres of rural land.</p>	<p>Bio: LED stands for light emitting diode. LED lighting products produce light up to 90% more efficiently than incandescent light bulbs. How do they work? An electrical current passes through a microchip, which illuminates the tiny light sources we call LEDs, and the result is visible light.</p>



Focus on Energy

March 30 · 🌐



We have a big Efficiency Madness match-up tonight!

Boilers are taking on Insulation and Air Sealing.

Both of these teams are Efficiency Madness "Blue Bloods," each year showing their skills when keeping you comfortable inside your home!

An energy-efficient boiler can help you save around \$150 a year.

But how much can insulation and air sealing help you save 💰?

An average of 11% on total energy costs!

With a late barrage of three-pointers, sealing the corners, Insulation and Air Sealing moves onto the championship game!

Learn more about our Insulation and Air Sealing Incentives:

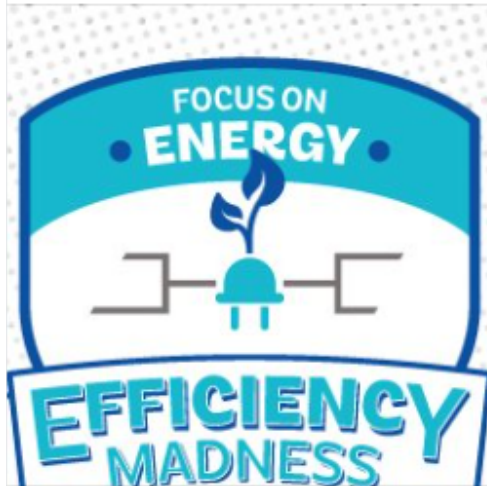
<https://ow.ly/TKfC50R4jE9>

Learn more about heating and cooling incentives:

<https://ow.ly/Mmt750R4k56>

Who will win Focus on Energy Efficiency Madness?

<https://focusonenergy.com/efficiencymadness>



BOILERS

Bio:

Boilers heat water and provide either hot water or steam for heating. Steam is distributed via pipe to steam radiators, and hot water systems can provide heat via radiators, radiant floor systems, or a coil in an air handler.



INSULATION AND AIR SEALING

Bio:

Sealing leaks and adding insulation can improve the overall comfort of your home and provide many benefits, including: less pollen, dust, and pests entering your home, reduced noise from outside, better humidity control, and a lower chance of ice dams.



Focus on Energy

March 31 · 🌐



It's our final Focus on Energy Efficiency Madness match-up to determine who goes to the Championship Game Friday April 5 to take on Insulation and Air Sealing, the winners of the other semi-final! Tonight, the young Solar team is looking to outpace the always tough-to-beat Furnaces.

An energy-efficient furnace is always a good idea to keep energy use in check. But can it compete with technology that has the potential to increase your home's value? 🤔

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Solar can save around \$1,500/year for homeowners - a slam dunk! Energy-efficient furnaces keep you cozy - with a chance to win at the buzzer...

Solar for the win!

Head to www.focusonenergy.com/efficiencymadness to see all the rebates you could get from any of the Efficiency Eight!

And on April 5, tune in here to see who will be crowned Energy Efficiency Madness Champion!



SOLAR PANEL

Bio:

Solar power works by converting energy from the sun into electricity. A solar electric system can range in size from residential rooftops to "solar farms" stretching over acres of rural land.



FURNACE

Bio:

Furnaces heat air and distribute the heated air throughout the house via ductwork. Gas-fired furnaces are the most common type of heating system in Wisconsin.





Focus on Energy

April 4 · 🌐



The 2024 Focus on Energy Efficiency Madness Championship Game looms!

Tomorrow, Friday, April 5, 2024.

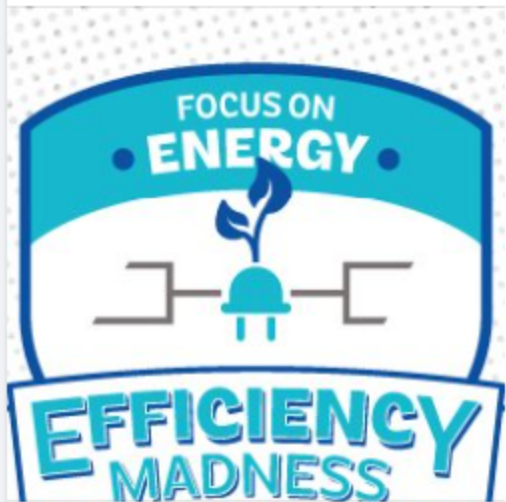
The upstart Solar Panels have been getting better and better each year, making it to their first finals ever!

They will have a tough time handling Insulation and Air Sealing. Look up "energy efficiency" in the dictionary and you see a picture of Insulation and Air Sealing!

Our bracket contestants who picked either of these two for the finals are anxiously waiting to see if they have a shot at winning a smart thermostat!

Watch this space tomorrow evening for the Championship Game of Focus on Energy Efficiency Madness!

www.focusonenergy.com/efficiencymadness



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Sealing leaks and adding insulation can improve the overall comfort of your home and provide many benefits, including: less pollen, dust, and pests entering your home, reduced noise from outside, better humidity control, and a lower chance of ice dams.