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Energy Efficiency Day in Dinkytown Celebrates Businesses Committed to Saving Energy

Energy Smart has helped more than 40 businesses in the Minneapolis community save money through energy efficiency.

MINNEAPOLIS, Minnesota – On April 30, Dinkytown businesses will be celebrating Energy Efficiency Day, or E2D. The event will recognize and support the more than 40 Dinkytown businesses that have looked at their energy use and committed to saving energy in recent weeks.

All 42 participating Dinkytown businesses have received energy assistance and site visits in recent weeks from Energy Smart, a program run by Minnesota Waste Wise, a non-profit affiliate of the Minnesota Chamber of Commerce. Energy Smart helps businesses identify energy-saving opportunities and provides information on available resources and financial incentives such as utility rebates. During the site visits, Energy Smart looked at the Dinkytown businesses' operations and equipment and identified energy-saving opportunities, from no- and low-cost opportunities to upgrading lights or other equipment. Each business also received a low-flow aerator as part of an effort to educate businesses on energy savings through water conservation.

Energy Smart collaborated with a group of University of Minnesota students to organize the event and partnered with the Dinkytown Business Association to reach out to the local business community. "It's a great deal because it helps us not only save money but be good to the environment and educate the larger community," says Skott Johnson, president of the Dinkytown Business Association.

Many of the businesses have already started to make energy-saving changes due to the site visits from Energy Smart, including installing the low-flow aerators and enabling the power-management settings on office equipment. A few of the businesses are proceeding with no-cost lighting audits through the Center for Energy and Environment's One-Stop Efficiency Shop program in order to evaluate the cost and payback of upgrading to more-efficient fluorescent lights.

"Over half of the businesses in Dinkytown have received Energy Smart services and are actively pursuing ways to make their operation more energy efficient," says Jill Curran, Energy Smart's program manager. "We look forward to helping them celebrate their achievements."

On April 30, participating businesses will offer special discounts and promotions and energy-saving prizes and information given out by Energy Smart staff. Dinkytown shoppers who present at least two receipts from participating Dinkytown businesses that day are eligible to enter a

raffle to win gift cards to participating Dinkytown restaurants, including Burrito Loco, Blarney Pub & Grill and Vescio's Cucina.

For more information about Energy Efficiency Day and the full list of participating businesses, go to www.mnenergysmart.com/dinkytown, or check out our Facebook event page at <http://www.facebook.com/#!/event.php?eid=114187691940503&ref=ts>. You can also contact Energy Smart's communications and outreach coordinator, Kelly Spors, at (651) 292-4660.

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