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## **Electric Cooperatives of Arkansas announce energy efficiency home makeover contest**

Little Rock, Ark. — June 3, 2008 — With the ongoing popularity of “home makeover” television shows, one key piece to a true makeover --energy efficiency-- is often left missing. The Electric Cooperatives of Arkansas are seeking to change this by sponsoring a contest for electric cooperative members in which a member’s home will be transformed into an energy-efficient home. Entrants must reside in Arkansas and have all-electric homes.

“Our goal is to continue to educate our members about energy efficiency practices for their homes,” said Doug White, vice president of systems services for the Electric Cooperatives of Arkansas. “The cooperatives have always focused on energy efficiency promotions and efforts, so the energy efficiency home makeover is a natural step in our efforts.”

The home energy efficiency makeover will be promoted via television, radio, the Internet and through other communications vehicles in an effort to reach the cooperatives’ nearly 480,000 members. The campaign and contest Web site launches today at [www.aecc.com/makeover](http://www.aecc.com/makeover).

The grand prize winner could receive up to \$50,000 worth of energy-efficiency improvements to create a more comfortable home with lower utility bills. To enter, contestants are asked to fill out and sign the required entry form, answer a few energy-oriented questions about their homes, take a photograph of their homes and include a copy of their electric bills.

"Our goal is to utilize this contest to make consumers even more aware of the potential savings that can be found through energy efficiency practices," White said. "Items such as cellulose insulation, Marathon water heaters, high efficiency heating and cooling systems and insulated windows and doors are a few of the items that will be included in the home makeover."

The makeover home will receive a complete pre- and post -diagnostic energy audit, including a blower door test and infrared thermography.

The Electric Cooperatives of Arkansas comprise 17 electric distribution cooperatives; Arkansas Electric Cooperatives Inc. (AECI), a Little Rock-based cooperative that provides various services to the distribution cooperatives; and Arkansas Electric Cooperative Corp. (AECC), a generation and transmission cooperative. The distribution cooperatives provide electricity to more than 480,000 members, or customers, in Arkansas and surrounding states.

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[www.ecark.org](http://www.ecark.org)